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# Hartsfield Atlanta International Airport

# the Blueprint Becomes Reality

## Midfield Terminal

Easy access to terminal from Atlanta and surrounding areas.

Larger area to serve the growing number of international flights.

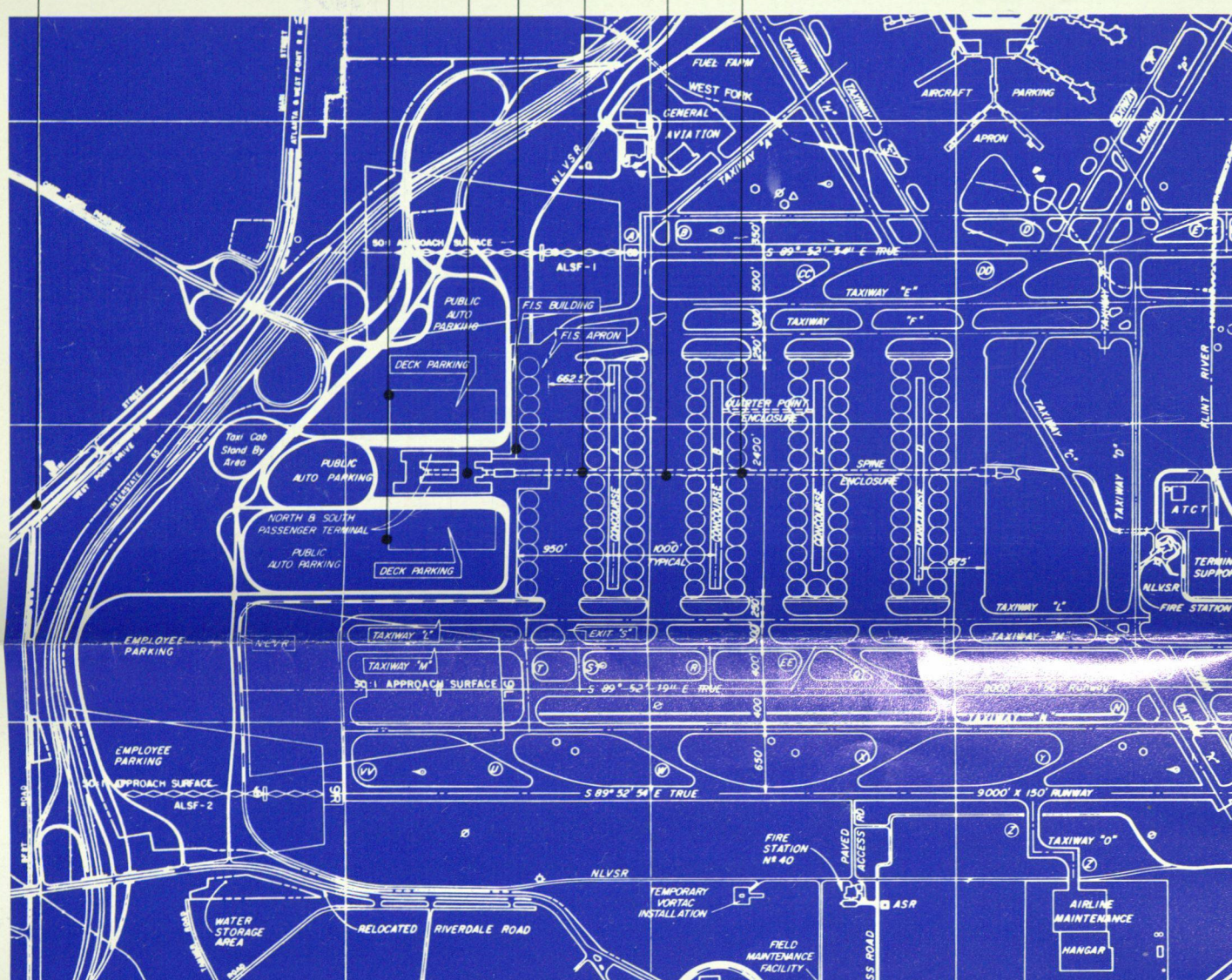
Passenger areas that are spacious, pleasant, and easy to get around.

Increased parking and curbside drop-off areas.

Rapid, dependable conveyance for passengers between concourse areas.

Efficient service for connecting passengers without need to enter terminal buildings.

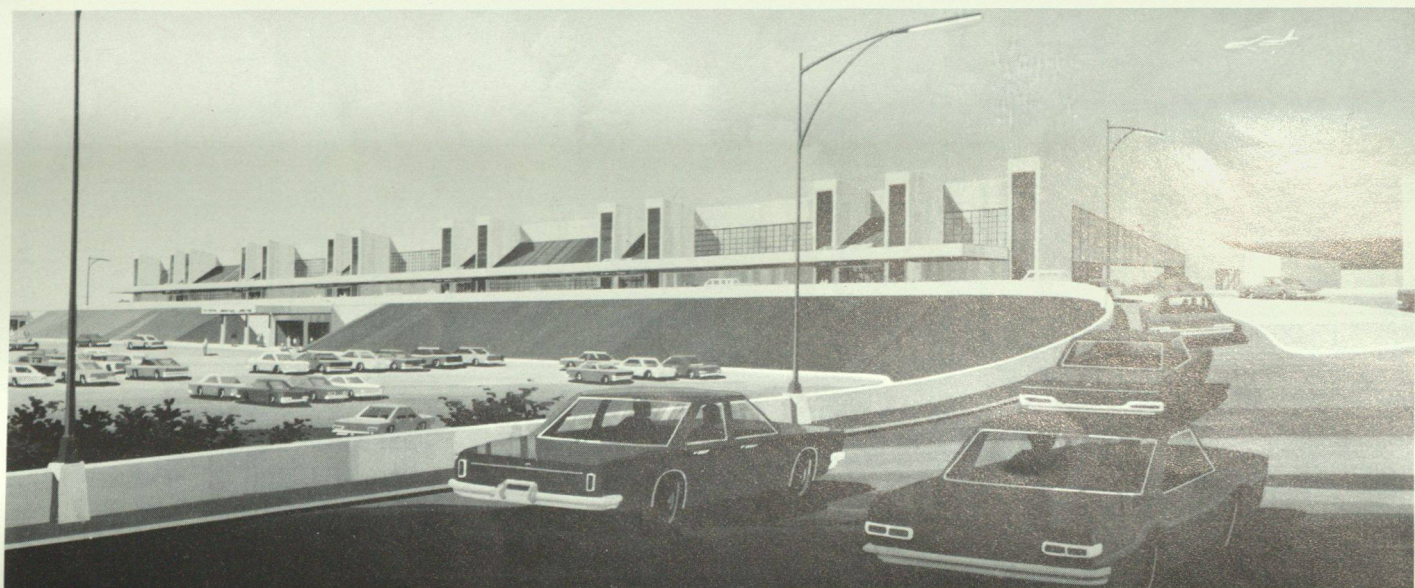
Terminal and concourse position between runways for savings in time and fuel.



## From Blueprint to Reality

The blueprint for the world's most modern air passenger terminal complex has become a reality. The new passenger terminal at Hartsfield Atlanta International Airport has been planned to serve the needs of passengers flying into and out of

Atlanta efficiently and pleasantly, while the number of passengers traveling through the Southeastern hub city continues to grow. The investment of hundreds of millions of dollars and years of planning that have brought the blueprint to reality have made the new terminal a model for meeting the air transportation needs of the future.



## Atlanta's New Passenger Terminal Serves Passenger Needs

Many of the innovations and features of Atlanta's new terminal qualify the complex as a pace-setter in air transportation for years to come.

The new terminal has been constructed on one of the world's most conveniently located airport sites, only 9 miles south of the heart of the city of Atlanta, and easily accessed by Interstates 85 and 285 and nearby Interstates 75 and 20.

The location of the new Atlanta terminal complex is between Atlanta International's north and south runways, a position that will reduce runway crossings and taxi distances to minimize ground delays and conserve fuel.

Two back-to-back terminal buildings dramatically increase the number of close-in parking spaces as well as the amount of convenient curbside drop-off area.

As the world's busiest transfer hub, Atlanta's new

terminal complex has the facilities and amenities in the concourse areas to assure that connecting passengers will not find it necessary to enter the main terminal.

Transportation between the terminals and concourses is provided by the world's most advanced automated transit system. The train linking the various areas along the underground system can travel from one end of the terminal complex to the other in less than 5 minutes. Moving sidewalks and wide pedestrian walkways are also available in the transit mall connecting the terminal and concourse areas.

International departures and arrivals will be simpler and more efficient than ever, with a separate facility which includes the largest one-stop Federal Inspection Service facility in the United States.

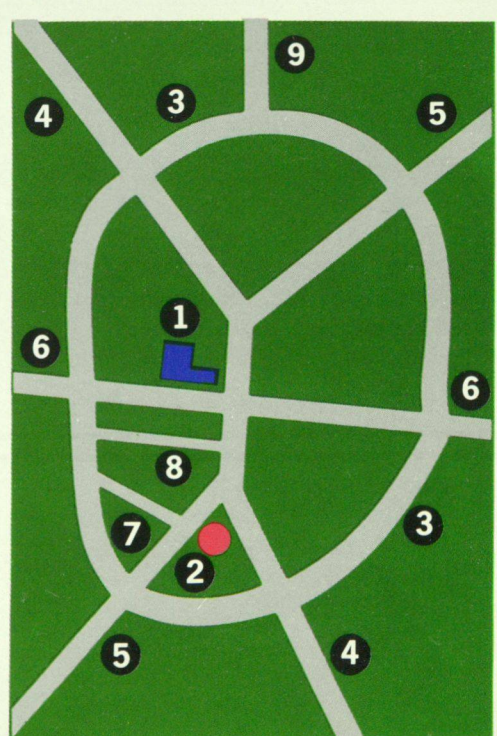
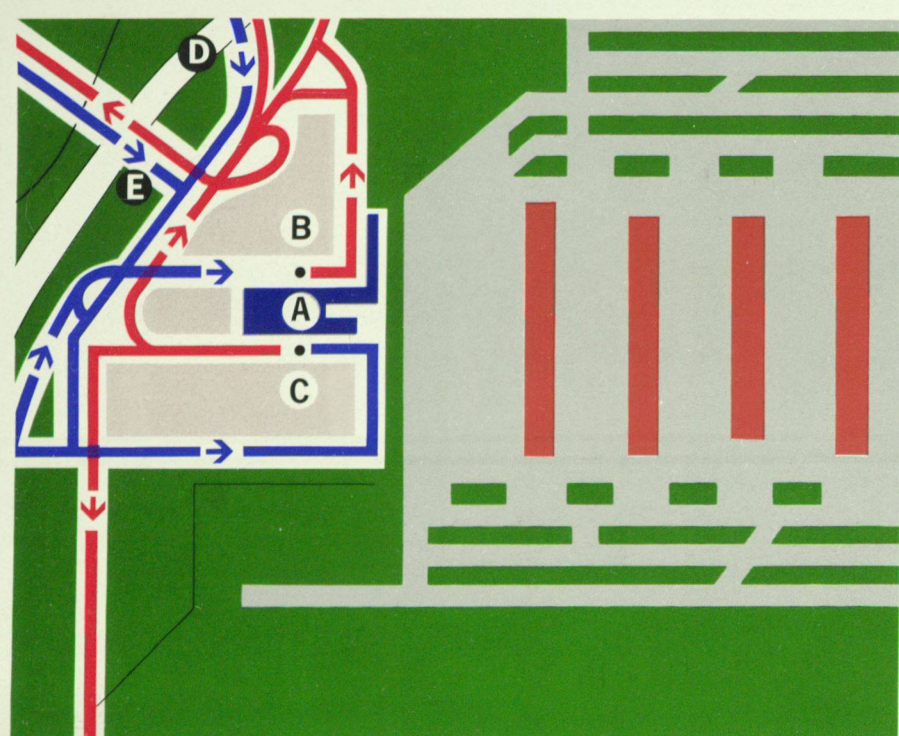
Special attention has been given to making the spacious interior of Atlanta's new passenger terminal a pleasant environment with clearly-marked functional areas and easy-to-read international signs.

- A Terminal Buildings
- B North Parking
- C South Parking
- D Interstate 85
- E Camp Creek Parkway

To Terminals  
From Terminals

- 1 Downtown Atlanta
- 2 Atlanta International Airport
- 3 Interstate 285
- 4 Interstate 75
- 5 Interstate 85

- 6 Interstate 20
- 7 Camp Creek Parkway
- 8 Lakewood Freeway
- 9 Georgia Hwy. 400





# Delta at Hartsfield Atlanta International Airport

# the Blueprint Becomes Reality

Ticketing and check-in facilities to give a high standard of service for both Atlanta-boarding and connecting passengers.

Guarantee Delta's continuing role as a leader in airline service.

Improved baggage handling with larger more efficient baggage area and the most dependable baggage handling system possible.

Increase efficient handling of Delta Air Cargo with spacious new cargo terminal.

More space for better ground movement of large aircraft.

Special facility for international passengers to make Delta's convenient Atlanta International gateway more pleasant and efficient than ever.

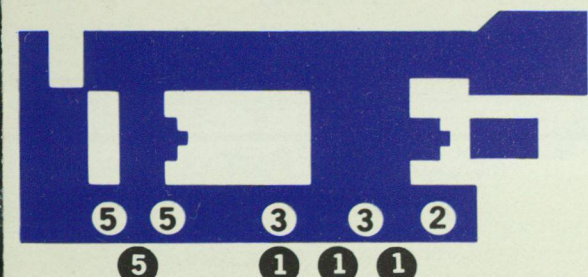
Minimize walking distances for connecting and local boarding passengers.

Larger curbside check-in area for the convenience of Atlanta-boarding passengers.



## From Blueprint to Reality

Delta has played a leading role in bringing the new terminal facility to reality. Many exciting features developed to better serve Delta passengers can be seen at Atlanta's new terminal: features that make up a blueprint for a higher standard of pas-



senger service than was ever before possible.

Delta has three curbside check-in areas ❶ at the South Terminal building, two at the upper level drop-off area and one on the lower level, making it possible for passengers departing Atlanta to drive to a curbside check-in area, park near the terminal, enter the ticketing lobby, and arrive at their airplanes without ever going outside in the weather. Delta's DASH office ❷ will also be conveniently located on the lower level at curbside.

Both Atlanta-boarding passengers and those making connections will find improvements in service on Delta. Delta has 40 ticketing and check-in positions ❸ for passengers boarding in Atlanta, more than any other airline. For connecting passengers, there are ticketing areas close to all Delta gate areas in each of the concourses. Special passenger service personnel will also be available in each concourse to assist passengers making connections.

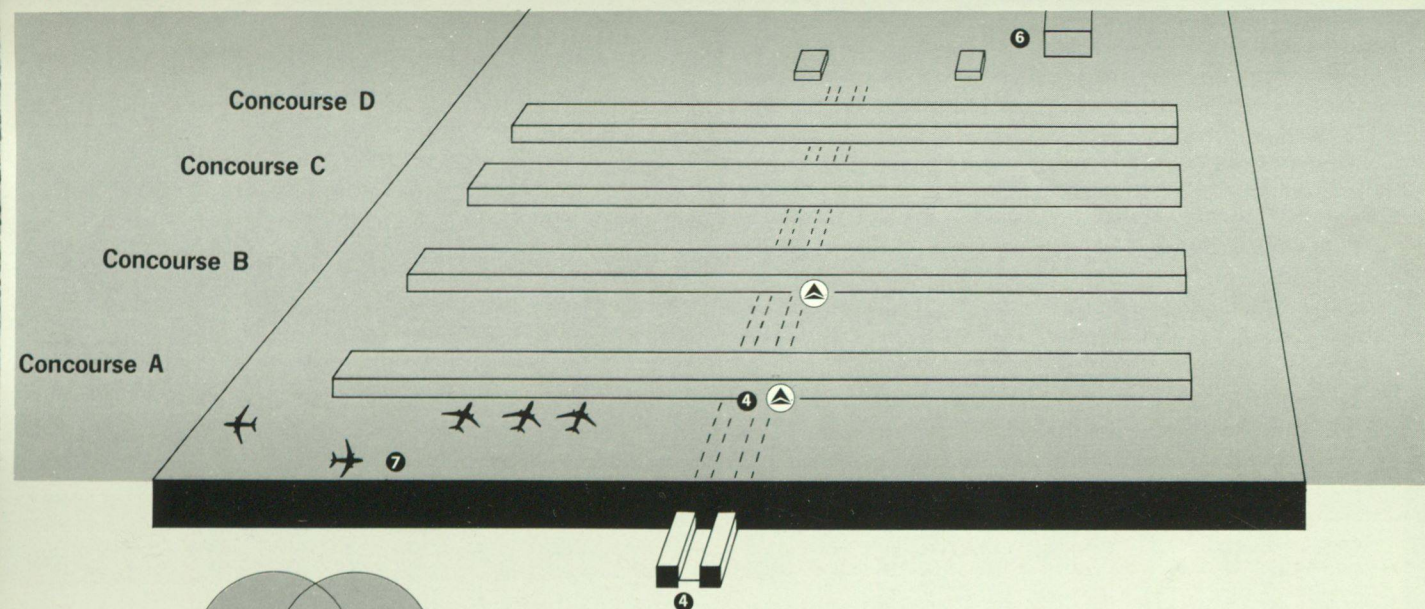
Delta is your first stop ❹ on the automated train from the terminal. A ride of only a few seconds takes you from the terminal to the nearest Delta concourse, and it's less than 2½ minutes from Delta's concourses to the farthest concourse in the complex, for passengers connecting to other carriers.

Delta will handle the majority of service at the International Arrivals and Departures Building. The Federal Inspection Service area, (including customs, immigration, public health, and the U.S. Department of Agriculture) can accommodate 800 passengers per hour, making Atlanta, already one of the world's most convenient international gateways, faster and more pleasant than ever.

Baggage handling is one of the areas of greatest improvement in Delta's new facility. Besides the convenience of curbside check-in, a laser beam scanner will be used to send bags to preliminary sorting areas to assure accurate baggage routing. Fast, uncrowded baggage claim will be a reality for Delta passengers at Atlanta Midfield, with a baggage claim area 10 times larger ❺ than the area at the old terminal. The new area has direct and unobstructed access from the aircraft on the lower level for delivery of the baggage to the claim area.

Delta at Atlanta's new terminal will feature computer-controlled signs which can be updated in 2½ seconds to report gate changes, bag claim assignments, and up-to-the-minute flight data throughout the terminal.

To give Delta Air Cargo customers the highest standard of cargo service, Delta's new Air Cargo Terminal is the largest single-building cargo ❻ terminal in the world, almost twice the size of the former cargo facility used by most of the airlines serving Atlanta.



The concourse buildings are spaced more than 300 yards apart to allow two Delta L-1011 TriStars to pass side by side between two parked L-1011's. ❶

## Welcome to Delta's Easy Street

Delta invites you to our new Atlanta airport terminal. As you can see, it's the most convenient ground facility ever developed. That's why we call it "Easy Street." We're the largest airline at the world's largest terminal with more boarding gates, more

baggage carousels, more cargo space than any other carrier. And we're ready with the most flights on any airline in any city anywhere in the world. All this makes air travel for Delta passengers via Atlanta easier and more convenient than ever before. See you on Easy Street.

Delta is ready when you are®.





# Delta Introduces Our New Passenger Terminal Complex at Atlanta International

Delta is proud of its major role in the planning of Atlanta's new terminal complex. Now that the blueprint is a reality, let us

show you this fine facility which provides Delta passengers with the very best in airline service.

- 1 Bank**  
A banking facility is located at the intersection of the North Terminal and the International Concourse, to provide currency exchange for international passengers.
- 2 Bars/Lounges**  
Bars and lounges may be found in several locations in the complex. There are two in each domestic concourse, two in the international concourse, and one in the main terminal area.

- 3 Car Rental**  
Rental cars are available on the upper level of the west connecting bridge, near the baggage claim areas. All public ground transportation is located in this area. Private car pick-up will be accomplished on the lower level roadways in front of the South and North Terminal buildings.
- 4 Customs**  
International passengers will find the customs and immigration facilities on the lower level of the International Concourse.

- 5 Delta Ticketing and Gate Areas**  
Delta ticketing facilities are located in the South Terminal ticketing lobby and in Concourses A and B. Delta gate areas are numbered A1 through A34 in concourse A, and B1 through B17 in Concourse B.
- 6 DASH**  
Delta's DASH facility is located on the lower level of the South Terminal building at curbside.

- 7 Elevators/Escalators**  
Both elevators and escalators are available to transport passengers between the lower level entrances from the parking areas to the ticketing lobbies, and between the lower level transit mall and the concourse buildings and baggage claim area.
- 8 First Aid**  
A First Aid Station is located near the baggage claim area on the west connecting bridge between the North and South Terminals.

- 9 Georgia Information Center**  
Information on travel in the State of Georgia will be found at the center of the west connecting bridge between the North and South Terminals.
- 10 Duty-Free Shop**  
Duty-free shopping is available at two locations in the International Concourse on the east side of the North Terminal.

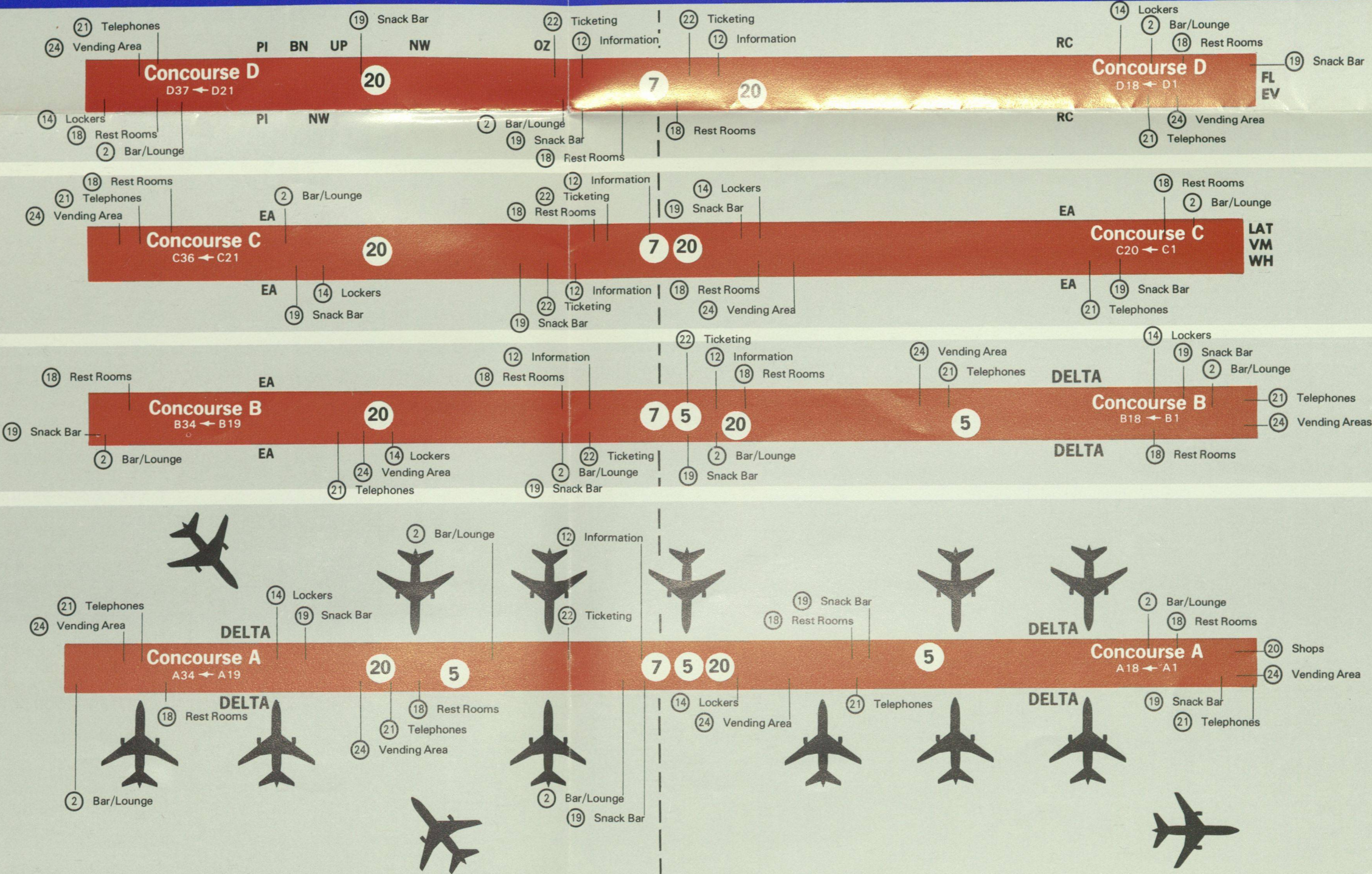
- 11 Immigration**  
Immigration and customs are located on the lower level of the International Concourse on the east end of the North Terminal.
- 12 Information**  
Information Centers are found at central points in each concourse building, close to the elevator/escalator from the lower level transit mall and at the concourse quarter points.
- 13 International Calling Assistance Center**  
An International Calling Assistance Center is located near the security checkpoint at the International Concourse. The first computerized telephone system of its kind, the center is designed to display important dialing and other information in six languages.
- 14 Lockers**  
Lockers are located in the north portion of Concourse A and the Delta area of Concourse B. Other locker locations are found in

- the other concourse buildings.
- 15 Lost and Found**  
Lost articles may be turned in or claimed near the baggage claim area in the west connecting bridge between the North and South Terminals.
- 16 Mail**  
Mail can be posted at locations in both the North and South Terminal buildings.
- 17 Restaurant**  
A restaurant is available in the east connecting bridge between the North and South Terminals.
- 18 Rest Rooms**  
Rest room facilities may be found in the terminal connecting bridges, on the upper and lower levels of the International Concourse, and at four locations in each concourse building.
- 19 Snack Bars**  
Snack bars are located in the east connecting bridge area, in the International Concourse, and at four positions in each

- of the concourse buildings A, B, and C and at three positions in Concourse D.
- 20 Shops**  
News and gift shops are found in the east connecting bridge between the North and South Terminal buildings, on the upper level of the International Concourse, and at locations throughout the concourse buildings.
- 21 Telephones**  
Telephones are provided in the baggage claim area, between the Delta ticket counter in the South Terminal and the east connecting bridge, in the North Terminal near the International Concourse, and at several locations in each of the four concourse buildings.
- 22 Ticketing**  
Delta ticketing areas (both domestic and international) are found in the South Terminal ticketing lobby and in each Delta concourse (domestic) at the entrance from the underground transit mall and at the concourse quarter points.

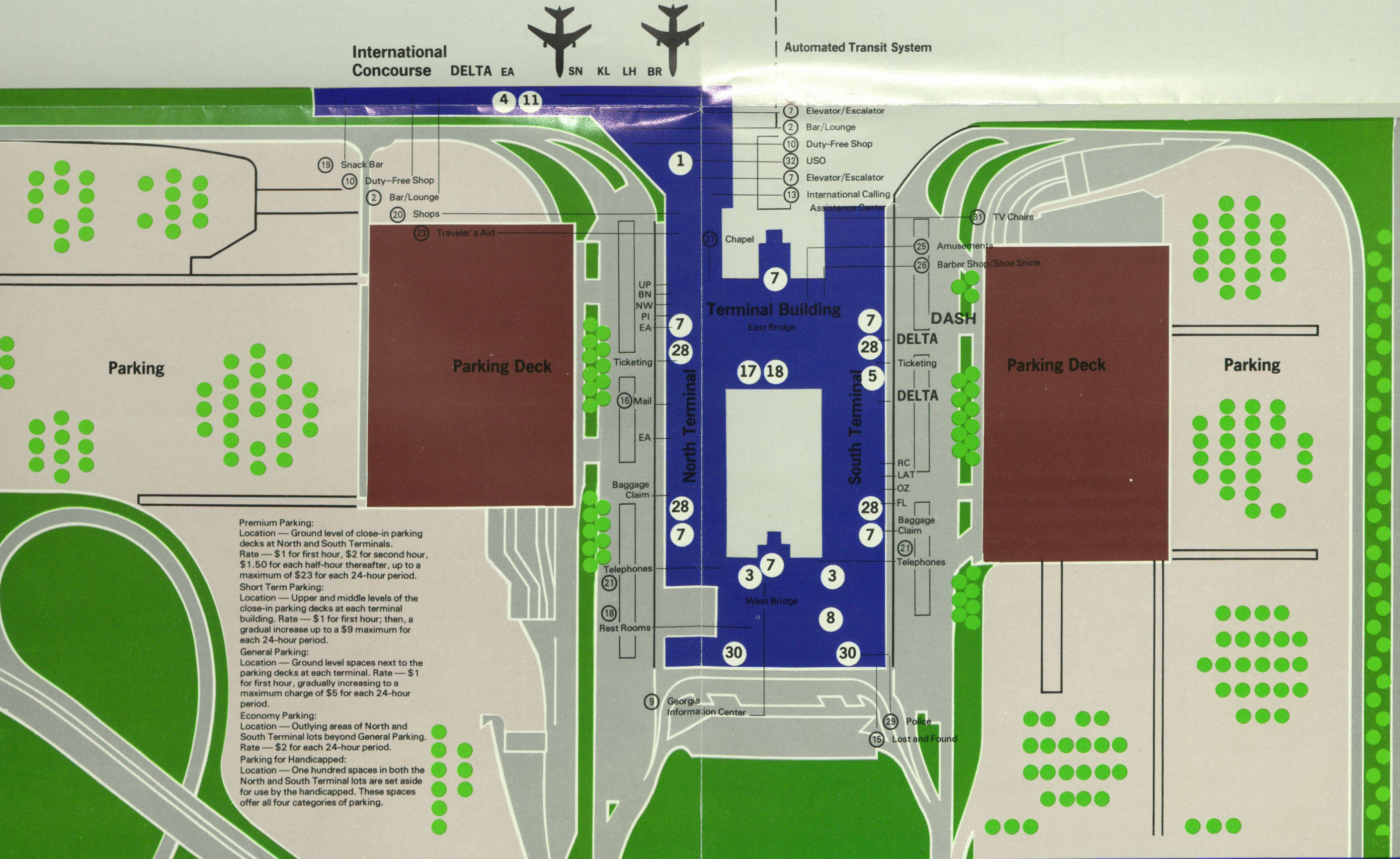
- Other airlines ticketing areas are located in the North and South Terminal ticketing lobbies and in their concourse areas.
- 23 Traveler's Aid**  
Traveler's Aid is positioned in the east end of the North Terminal building.
- 24 Vending Areas**  
Vending areas are contained in the North and South Terminal areas, with four in Concourse A, two in the Delta area of Concourse B, and five other areas in concourse buildings.
- 25 Amusements**  
An amusement area is provided in the east connecting bridge between the North and South Terminal buildings.
- 26 Barber Shop/Shoe Shine**  
Barber shop and shoe shine services can be found in the east connecting bridge between the North and South Terminals.
- 27 Chapel**  
An Airport Chapel is in the east connecting bridge

- between the North and South Terminals.
- 28 Pedestrian Underpass**  
Pedestrian underpasses provide access to the terminal buildings from the lower level parking areas.
- 29 Police**  
An Airport Police Station is located near the baggage claim area on the west connecting bridge.
- 30 Ground Transportation**  
Taxis, buses, and limousines will be available at the western connecting bridge between the North and South Terminal buildings. Cars can also be rented in this area of the terminal complex.
- 31 TV Chairs**  
Television viewing is possible in the TV chairs located in the North Terminal near the International Concourse.
- 32 USO**  
The USO is in the North Terminal near the International Concourse area.



- Airline Abbreviations**
- EV Atlantic Southeast Airlines
  - UP Bahamasair
  - BN Braniff International
  - BR British Caledonian Airways
  - DL Delta Air Lines
  - EA Eastern Airlines
  - FL Frontier Airlines
  - LAT Lockheed Air Terminal
  - LH Lufthansa German Airlines
  - NW Northwest Airlines
  - VM Ocean Airways
  - OZ Ozark Airlines
  - PI Piedmont Airlines
  - RC Republic Airlines
  - SN Sabena Belgian World Airlines
  - WH Southeastern Commuter Airlines
  - KL KLM Royal Dutch Airlines

Approximately 300 yards between concourse buildings



**Premium Parking:**  
Location — Ground level of close-in parking decks at North and South Terminals.  
Rate — \$1 for first hour, \$2 for second hour, \$1.50 for each half-hour thereafter, up to a maximum of \$23 for each 24-hour period.

**Short Term Parking:**  
Location — Upper and middle levels of the close-in parking decks at each terminal building. Rate — \$1 for first hour; then, a gradual increase up to a \$9 maximum for each 24-hour period.

**General Parking:**  
Location — Ground level spaces next to the parking decks at each terminal. Rate — \$1 for first hour, gradually increasing to a maximum charge of \$5 for each 24-hour period.

**Economy Parking:**  
Location — Outlying areas of North and South Terminal lots beyond General Parking. Rate — \$2 for each 24-hour period.

**Parking for Handicapped:**  
Location — One hundred spaces in both the North and South Terminal lots are set aside for use by the handicapped. These spaces offer all four categories of parking.



MIDFIELD PLANNING COMMITTEE

November 8, 1979

Mr. Norman Shavin  
Perry Communications  
Suite 2130  
100 Colony Square  
Atlanta, GA 30361

Dear Mr. Shavin:

The committee to plan for the opening of the new midfield terminal at Hartsfield Atlanta International Airport is inviting your company to submit proposals for various programs, events, and literature to the committee for our consideration.

Your presentation will be limited to two hours and should include the following:

- 1) a proposal for the design, printing, and all other aspects of a first class dedication program book of approximately 100 pages with many four color pictures. This book should contain the following:
  - a) a minimal amount of high quality advertising, the revenues from which should offset the total costs of the book.
  - b) articles by well known writers who will be invited to contribute feature items.
  - c) a history of Hartsfield Atlanta International Airport.
  - d) any other ideas which you feel are appropriate.
- 2) a proposal for the design, printing and all other aspects of producing a variety of necessary pamphlets, maps, brochures, mail outs, and any other printed material which you feel would be appropriate.



- 3) the design of a theme logo for the airport and the new terminal which will be used not only for the opening program but also for the years to come.
- 4) a design of billboard advertising to be placed next to Interstate 85 for the time period between now and shortly after the dedication.
- 5) a slide tape show for presentations to visitors to the new terminal and a less elaborate version which is easily transportable.
- 6) a program of special interest tours to be conducted just prior to the opening of the new terminal.
- 7) design of various souvenir items including a medallion for free distribution to visitors.
- 8) an elaborate reception dinner dedication ceremony to be held on the eve of dedication.
- 9) any other items or programs that you believe to be appropriate.

There will be very few restrictions placed upon you in this presentation; however, please observe the following:

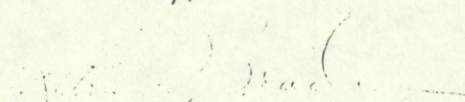
- 1) you will be limited to two hours.
- 2) the entire program should reflect the international aspects of the airport.
- 3) include the costs associated with each component of your proposal.

The date and time for your proposal are November 29, 1979 at 10:00 a.m.

If you should have any questions at all, please call me at 766-2772. It is very important to this committee and your company that this presentation is handled in a clear and concise manner. Do not, however, feel restricted by the list I have given you. It is given only as a guide and should not be considered as all inclusive. Please allow your creative abilities to dictate the form and substance of your proposal.

Thank you for your interest.

Sincerely,

  
John R. Braden  
Chairman

JRB: sh



MIDFIELD PLANNING COMMITTEE

November 8, 1979

Mr. Ray Garrett  
Garrett - Lewis - Johnson  
1800 Peachtree Road, N.W.  
Suite 315  
Atlanta, GA 30309

Dear Mr. Garrett:

The committee to plan for the opening of the new midfield terminal at Hartsfield Atlanta International Airport is inviting your company to submit proposals for various programs, events, and literature to the committee for our consideration.

Your presentation will be limited to two hours and should include the following:

- 1) a proposal for the design, printing, and all other aspects of a first class dedication program book of approximately 100 pages with many four color pictures. This book should contain the following:
  - a) a minimal amount of high quality advertising, the revenues from which should offset the total costs of the book.
  - b) articles by well known writers who will be invited to contribute feature items.
  - c) a history of Hartsfield Atlanta International Airport.
  - d) any other ideas which you feel are appropriate.
- 2) a proposal for the design, printing and all other aspects of producing a variety of necessary pamphlets, maps, brochures, mail outs, and any other printed material which you feel would be appropriate.



- 3) the design of a theme logo for the airport and the new terminal which will be used not only for the opening program but also for the years to come.
- 4) a design of billboard advertising to be placed next to Interstate 85 for the time period between now and shortly after the dedication.
- 5) a slide tape show for presentations to visitors to the new terminal and a less elaborate version which is easily transportable.
- 6) a program of special interest tours to be conducted just prior to the opening of the new terminal.
- 7) design of various souvenir items including a medallion for free distribution to visitors.
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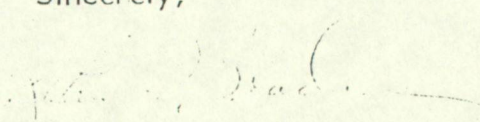
- 1) you will be limited to two hours.
- 2) the entire program should reflect the international aspects of the airport.
- 3) include the costs associated with each component of your proposal.

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If you should have any questions at all, please call me at 766-2772. It is very important to this committee and your company that this presentation is handled in a clear and concise manner. Do not, however, feel restricted by the list I have given you. It is given only as a guide and should not be considered as all inclusive. Please allow your creative abilities to dictate the form and substance of your proposal.

Thank you for your interest.

Sincerely,



John R. Braden  
Chairman

JRB: sh



11/2 Midfield Meeting

John, Bill, Betsy, Lila, me

"Midfield Planning Comm"

\* list of honorary comm "Midfield ~~Comm~~ Dedication Comm"

EA nominate

city council

Ormsby,

letterhead

personal liability

name - chairman, treas, - sign checks

John

B. Bury

attorneys - city, DL for fast contract,

EA help?

vice ch - CW

7th comm.  
2 assoc.

secy - Lila Blake

Betsy

Jackie? Lucia Chamber  
Carol Martel

Angelo

1st Nat use, in airport

Call RVC

\* spending \$ - how control - ask

personal services contract

hire coordinator

2 applicants

11/29 go over resumes  
salary

John O'Reilly O'Reilly

Diann Tannon WCOB WBE ADA

Sam Hodges

12/1 begin

\$20,000 budget

1 yr.

✓ \*

call Don Baird

✓ \*

PRSA

editing, writing, researching  
events coordinator  
samples of work

Companies making presentations (4)

Garrett/Tennison/Jackson  
up front \$  
National Graphics - can guide  
Joy Classics  
Arthur Graphics - Starline  
Perry Comm - norm

\* Bob Sorling - write?  
other writers



Borman  
R. Ray or KNS or W.C.  
(Mc Carter) not top

garret  
Dennis did his  
Milam? marking

Don Suat

Tom Nanniel

Al Rapuan

Charlie Grissell

all city councilman or just Tra Jackson

Mayor - honorary ch

CoFC ch aviation

Navy West APC

GSO aviation admin

counselor corps

county comm chairman

mayors CP, FP, Naperville, EP

Gov State

Tom Morland " Transp

Milton Felds " Ind & Trade

no contractors

black comm.

CAB, FAD, DTA

Neut Gingrich

Elliott Lendis

Wynke Fowler

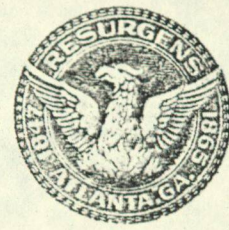
2 Senators

Jack Tarver

EP  
KNS  
get 7.  
W.C.  
Borman  
Mc Carter  
eliminate



CITY OF ATLANTA  
CITY COUNCIL



November 20, 1979

Room 100, City Hall  
68 Mitchell Street, S. W.  
Atlanta, Georgia 30303  
404-658-6356

MEMORANDUM

TO: Midfield Planning Committee Members

FROM: Lila Blake, Secretary *LB*

Enclosed is a copy of the minutes from our meeting of November 2, 1979. Also enclosed are the names, addresses and phone numbers of all committee members.

Please note that meetings have been scheduled for Wednesday, November 28, 1979 and Thursday, November 29, 1979 from 10:00 a.m. - noon and 1:30 p.m. - 3:30 p.m. each day. At these times the committee will receive presentations from the four firms which have proposals to participate in the Midfield opening activities.

An additional meeting is scheduled for Monday, December 3, 1979 at 9:00 a.m. to critique the presentations. All meetings will be in the conference room of the Department of Aviation.

LB/mh

enclosures



AGENDA

MIDFIELD PLANNING COMMITTEE

NOVEMBER 2, 1979

- I. Election of officers.
- II. Establishment of bank account.
- III. Discussion on hiring writer.
- IV. When to see proposals of Shavin and Dimsdale.
- V. How to offer contractors opportunity to be sponsors.
- VI. Nominees for large honorary committee.



# MINUTES

## MIDFIELD PLANNING COMMITTEE

NOVEMBER 2, 1979

The regular meeting of the Midfield Planning Committee was held on Friday, November 2, 1979 in the conference room of the Department of Aviation on the fifth floor of Hartsfield Airport at 9:30a.m. The following members were present:

Mr. John Braden  
Ms. Carolyn Wills  
Ms. Betsy Smith  
Mr. Bill Berry  
Ms. Lila Blake

The following members were absent:

Angelo Fuster  
Jacki Morris

Mr. Braden called the meeting to order at 9:30a.m. declaring a quorum present and proceeded with the following order of business:

- I. Election of officers. Mr. Berry nominated John Braden as Chairman. There being no further nominations, Mr. Berry made a motion that Mr. Braden be elected as Chairman. UNANIMOUS

Mr. Braden said that he felt the Treasurer should be one of the airline representatives and should be available to sign checks. As Ms. Wills travels a good deal and because Mr. Berry's office is at the airport, it was decided that Mr. Berry would be the best choice. Mr. Berry agreed to serve in that capacity.

Ms. Wills volunteered to serve as Vice-Chair and Ms. Blake volunteered to serve as Secretary.

Mr. Braden said that Redmond Tyler (Republic Airlines) and Bill Davis (United Airlines) will not be able to attend all meetings, but will be considered as associate members of the committee and will have voting privileges when present.

Due to the fact that Jaci Morris, the Chamber of Commerce representative, is on a leave of absence, Mr. Braden said he would contact the Chamber and ask them to assign someone to fill-in for Jaci in her absence.

- II. Establishment of bank account. Mr. Braden suggested that the Committee use the First National Bank for its account because it has a branch at the airport and will be most convenient. Mr. Berry agreed. The \$100,000 contribution from the participating airlines will be deposited in the account and the \$35,000 contribution from the City of Atlanta will remain in the city's hands for the time being.

Messrs. Braden and Berry agreed to open the account the following week, and to discuss with bank officials the possibility of having part of the funds in a savings account or the entire amount in an interest bearing checking account. Both of their signatures will be required on all checks, and all expenditures must be authorized by the Committee.



The Committee discussed the best method to maintain financial records, and it was decided that the check register and cancelled checks would suffice for any auditing purposes. The Committee will have to file a report with the Internal Revenue Service when a contract has been entered into with an individual to do staff work for the Committee.

Mr. Braden mentioned that the contribution from the airlines, and the approval of the TOP Committee, was contingent upon our committee following the budget. Any changes to the budget must be approved by the TOP Committee. It was not clear if amendments to the budget must be cleared, or just a change in the total amount. Mr. Braden said he would inquire and advise the Committee at the next meeting.

Mr. Braden also brought up the issue of personal liability of the individual committee members. Mr. Berry agreed to consult the Delta attorney for an opinion.

Because of the difficulty of getting the City funds into the Committee's account, it was decided that when there is sufficient lead time, the expenditure will be arranged to come from the City.

- III. Discussion on hiring a writer. The Committee agreed that there is a need for an individual to work full time at the airport to coordinate events, write press releases, do research, handle correspondence and handle any other necessary tasks. The Committee will execute a personal services contract with the individual for a one year period, with either party having the right to terminate the contract with a 30 day notice.

Mr. Braden advised that three individuals have submitted resumes and indicated an interest in the position. The Committee agreed that more applicants should be solicited. Each member of the Committee is to spread the word about the position, and ask interested persons to submit a resume and samples of writing immediately.

Ms. Wills suggested that the \$20,000 budgeted for the individual was excessive, and it might be possible to get two people for that amount - one writer and one person to coordinate events. She mentioned that a journalism student, for instance, could be hired for between \$10 - \$12,000.

After receipt of the resumes and writing samples, committee members will review same and decide which persons to interview.

- IV. When to see proposals of Shavin, Dimsdale, National Graphics and Garrett. Mr. Braden said that all four companies have contacted him and have proposals to submit to the Committee.

It was agreed that the Committee would give each firm a two hour period to make its presentation and answer any questions. Two firms will be interviewed each day and the following schedule was set:

Wednesday, November 28, 1979    10:00 a.m. - noon                      and 1:30 p.m. - 3:30 p.m.

Thursday, November 29, 1979    10:00 a.m. - noon                      and 1:30 p.m. - 3:30 p.m.

After the last presentation on Thursday, the Committee will review the resumes it has received.



Mr. Braden said he would write letters to the four firms and ask them to make their presentations to the Committee at a designated time. The firms will present their proposals for whatever program items they wish to participate in. The program that has been identified to them includes designing a logo, producing a souvenir booklet, and arranging a formal ceremony. They may choose to make a presentation for each area, or some may only want to do one item. They will each give the Committee a quote for their proposal. After each presentation the Committee will briefly discuss the proposal.

The Committee agreed to meet again on Monday, December 3, 1979 to critique the presentations. The meeting will begin at 9:00 a.m.

- V. How to offer contractors opportunity to be sponsors. It was agreed that Mr. George Berry, Commissioner of the Department of Aviation for the City of Atlanta, would be the appropriate person to contact the contractors by phone and offer them the opportunity to be sponsors of the Midfield opening activities. Ms. Wills asked what consideration the sponsors would be given. Bill Berry suggested that each be given a supply of souvenir programs.

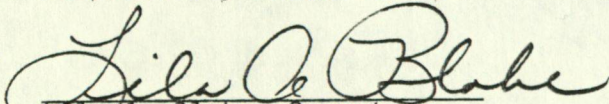
Mr. Braden said he would write a letter to the principle concessionaires and contractors from the Committee after Commissioner Berry has made the initial contact. He also suggested that sponsors be listed in the programs and brochures and be included in official functions. They would be recognized at the functions, and would receive a certain number of invitations to special functions for their use and/or distribution.

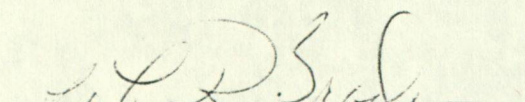
Mr. Braden said he had been approached by some individuals with a minor connection with Midfield who wanted to have their name listed in some official publications. He asked the Committee if such individuals could have this request granted for a small charge. The Committee agreed that it could be done.

- VI. Nominees for large honorary committee. The Committee decided that the name of the large committee should be "Midfield Dedication Committee". Ms. Blake had a list of nominees submitted to her by various members of the City Council. Each member of the Committee said they would bring names for nominees in their area to the next meeting.

There being no further business before the Midfield Planning Committee, the meeting was adjourned at 12:25 p.m.

Respectfully submitted by:

  
Lila A. Blake, Secretary

  
John Braden, Chairman



## STAFF WRITER FOR AIRPORT

### Duties to include:

Press releases on how to conveniently use current terminal for Atlanta, connecting cities, regular press releases on increase in traffic, feature stories on unusual things that happen in terminal.

### Maintain current media lists:

- Atlanta
- Southeastern press in primary connecting cities
- Trade press
- International transportation or aviation editors

Have available maps and diagrams of current and Midfield terminal, glossy copies for media

Research for releases and media inquiries

Work closely with airline public relations departments

- Do not overlap responsibilities
- Do not make announcements for airlines unless requested
- In planning what PR is needed

Plan media events for Midfield in coordination with opening committee

- Media tours of facilities
- Press kits
- Fact sheets
- Photographs
- Various releases on terminal - ideas unlimited
- Coverage of opening events
- Work with TV stations (local and others interested) on full documentary on Midfield
- Possibly make film clips available as press releases to TV stations
- Plan ahead for special section of Atlanta Journal & Constitution for Midfield opening
- Special press briefing and tour for media in Clayton County and area surrounding terminal



# interoffice correspondence



**TO:** Mrs. Carolyn L. Wills  
**FROM:** Robert V. Christian  
**SUBJECT:** Mid-Field Opening, 1980

**ADDRESS:** ATLLR  
**ADDRESS:** MIALR  
**DATE:** June 11, 1979

Carolyn, at this stage of the game there is not much definitive planning that can be done for the Mid-Field opening. I would think President Carter is a likely choice for a speech, tours, out of town press visits, and the usual hoopla!

From the city's standpoint I think you should try to come up with an outline of what the City of Atlanta would like to do and determine an approximate cost. In this area I would like to caution you that, if there are plans for the City to pro-rate costs among the airlines, this is a matter for Messrs. Hurst and McCarter. Public Relations has no authority to commit any funds for such use.

In the case of what Eastern wants to do in its own area, and there certainly will be activities, there must be a meeting of all departments involved, a plan drawn up and special funds made available. I would not expect this to get underway before the early part of 1980.

I understand George Berry's anxiety, but it should be made clear to him that airline types are going to have enough to do to handle their respective responsibilities. Thus, we cannot commit to providing people to do work for the City of Atlanta. Either a public relations person on the payroll or a competent agency should be considered.

A handwritten signature in blue ink, appearing to read "R. Christian".

Robert V. Christian

cc: Mr. John E. Hurst, Jr.





Atlanta International Airport

HASSLE-FREE CONNECTIONS

### NEW COMPLEX BUILT TO SERVE CONNECTING PASSENGERS

ATLANTA--Connecting at Atlanta International Airport could only get better, right? Now, that longing for time has come.

Gone are the lengthy walks, the crowded concourses, the tedious taxiing times. The airport's brand new passenger terminal complex not only is the largest in the world, but the only one in the world designed and built with the needs and comforts of connecting passengers in mind.

The 28 million or so people who are just passing through (roughly 70% of the airport's annual 41 million passengers) will find it a pleasure to fly into, and out of, Atlanta International.

For years, these travelers begrudged having to connect in Atlanta. Much of their vexation stemmed from cramped terminal facilities and limited runway access--conditions that resulted from phenomenal, and unanticipated, growth in air travel, especially in the southeastern Sun Belt region. Just 20 years ago, this airport was the 35th busiest in the continental United States. Today, it ranks as the second busiest in the world.

While no one disputes that the new complex is long overdue, many have cited as a minor miracle the feat of moving more than 41,000,000 travelers a year through a terminal designed, in 1961, to handle only 18,000,000.

The new facilities are more than adequate to keep up with--ahead of, even--that growth. They are designed to handle comfortably at least 55 million passengers a year. With built-in expansion capabilities, that number can increase to 75 million passengers annually.

Here are some of the conveniences:

- \* The complex is designed so that connecting passengers never have to enter the main terminals. Each of the four domestic concourses contains all amenities travelers look for between flights: arrival and departure information; restrooms; telephones (there's even a special TTY machine for the deaf); food and beverage areas; cocktail lounges (including two Inosphere Clubs on Concourses B and C); news and retail shops. This configuration also eliminates having to pass through the security checkpoint.
- \* In most instances, connecting passengers won't even have to leave the concourse at which they arrived. However, should they be catching a flight that departs from another concourse, they use the underground automated transit system. A train



pulls into their station every 103 seconds and whisks them to the next concourse in another 40 seconds. If they happen to be three concourses away from their outbound flight, they'll arrive just two minutes 20 seconds later. Stations and directional signs are color coded for passenger ease and simplification. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

- \* At the old terminal, the longest possible distance a transferring passenger could walk was 4,200 feet (1,280 meters). Now, although he could possibly walk 2,000 feet (610 meters, the distance from one end of the longest concourse to the other) he probably never will. The airlines, using sophisticated computer techniques, have streamlined connecting schedules, placing most-connected flights at gates that are close to each other.
- \* The connecting passenger will really notice the difference in reduced taxiing time. The old terminal was situated north of all three runways. Often, aircraft had to taxi as far as one mile (1½ kilometers) to reach their appointed runway (or vice versa),

The new complex lies between the existing system of parallel runways, meaning that planes taxi much shorter distances. This is a dramatic change from the former long rides between gate and touchdown or take-off. Adding to aircraft maneuverability is the full 1,000 feet (305 meters) of apron between each concourse, permitting the biggest aircraft to taxi quickly from any gate to any runway. As a matter of fact, two wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

- \* This strategic positioning in the middle of the field also has increased airfield use efficiency. Atlanta International can now accommodate 120 plane movements (landings and take-offs) per hour, up from 105.

Atlanta International appreciates its connecting passengers, and has done everything possible in its new terminal complex to facilitate their air travels. The newest, the biggest, the fastest...is also the most attentive to the needs of those people who use it.

7/80

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For further information:

John R. Braden  
Director of Public Information  
Airport Commissioner's Office  
Atlanta International Airport  
Atlanta, Georgia 30320  
Telephone: 404-766-2772





**Atlanta International Airport**

TRANSIT SYSTEM

### AIRPORT'S TRANSIT SYSTEM TAKES YOU THERE--FAST!

ATLANTA--A key to the fast, smooth and efficient functioning of Atlanta International Airport's new passenger complex is the totally automated underground transit system that links North and South Terminals with the four domestic concourses.

Designed by Westinghouse Electric Corporation, it will transport a projected 250,000 passengers and visitors per day, making it the fifth busiest transit system in the country.

Passing through the central security checkpoint, travelers descend a 40-foot (12-meter) escalator into the transportation mall, where route and destination information is provided by three means: taped message, color coding of stations and visual message panels. Every 103 seconds a one- or two-car train pulls in (there are platforms for up to three-car trains), to move riders to the first concourse in 40 seconds. Cars remain approximately 20 seconds in each station; from there it's another 40 seconds to the next concourse. Distance between the terminal and the farthest concourse, Concourse D, is 1.1 miles (1.7 kilometers). Elapsed train time is 4.7 minutes! There is no cost to the rider.

Atlanta International begins operation with 17 rubber-tired, electrically powered vehicles that comfortably hold 86 passengers, 70 standing and 16 seated. (So few seats are due to the short time between stops.) Doors are seven feet (two meters) wide to accommodate wheelchairs.

The cars travel along electrified "guideways" in two parallel tunnels separated by a pedestrian mall (passengers can walk via this mall to their concourse, or use moving sidewalks.) One tunnel is used for outbound traffic, the other for inbound. Bypasses enable the system to operate as a shuttle, on the same track, during preventive maintenance checks at off-peak hours, thus maintaining normal traffic flow.

Vehicles move at a maximum 25 mph (40 kph) under the guidance of a computer system that continually monitors all components for problems, actual or potential. In the event of a malfunction, the computer alerts human operators, diagnoses the problem and recommends a solution. The operator then can add other cars and reroute, or bypass the malfunctioning train to maintain the smooth flow of service. Even the computer has a backup computer. In addition, there are three braking systems, and each car has its own heating and air conditioning system.

The Atlanta installation is a fifth generation--and therefore the most sophisticated--Westinghouse airport transit system. Similar ones are in operation at Seattle-



Tacoma and Tampa, and are in the process of being installed at Miami, Orlando and London's Gatwick International Airport.

Other items of interest are:

- \* Vehicles serve ten stations, two in the terminal area (Baggage Claim and Ticketing/International Terminal) and two in each of the four domestic concourses where an outbound station and an inbound station are separate but connected to prevent confusion as to which train to board.

- \* Each two-car train is expected to travel more than 80,000 miles (128,720 kilometers) annually. This is more than a New York subway vehicle travels in a year.

- \* Each car is 39 feet long (12 meters), 9 feet, 4 inches wide (3 meters) and 11 feet high (3.5 meters). It weighs 30,000 pounds empty (13.6 metric tons).

- \* Top speed is 25 mph (40 kph). Each car is powered by two 100 horsepower d.c. motors (101.4 metric horsepower).

- \* Vehicles contain three braking systems: dynamic brakes, friction brakes and emergency spring brakes.

- \* The exterior of the car is principally aluminum with fiberglass ends. The underframe is steel. The interior is largely fiberglass and formed plastic. Floors are carpeted.

- \* A Control Center, located midpoint at Concourse B, houses the system's computer, control console and operations personnel.

- \* From a Maintenance Center beyond Concourse D, daily, weekly and yearly preventive maintenance is carried out on the vehicles and other major components of the system.

- \* 42,000,000 airline passengers, or a total of more than 90,000,000 people, will use the system in its first year. The average passenger will spend two to three minutes on the train, riding in climate-controlled comfort, speeding over a distance it would take him ten times as long to walk.

- \* Each station contains three "platforms", one per vehicle. Expansion capability includes adding a fourth car; station walls are constructed so they easily can be knocked out to accommodate this extra platform.

- \* JKH Mobility Services of Houston, Texas, served as technical consultant from conceptual development in 1976 to implementation.

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EVEN NOW, AIRPORT HAS ITS EYE ON THE FUTURE

ATLANTA--Atlanta International Airport already is thinking ahead, to the time when its new passenger terminal facilities--barely inaugurated--may be facing the same "crunch" conditions that plagued the old terminal.

Expansion capabilities have been built into the present design, allowing the complex to grow as does the demand for air travel. The new terminal complex can comfortably handle 55 million passengers a year; fully expanded, it will accommodate at least 75 million people annually.

\* A fifth domestic concourse, Concourse E, will be built when the need arises.

\* A second International Terminal, adjacent to the South Terminal, will be able to handle more than 800 arriving passengers per hour.

\* A fourth runway, 9,000 feet (2,743 meters) long, will be built in 1983. At the same time, the field's 8,000-foot (2,438-meter) runway will be extended to 12,000 feet (3,658 meters). These improvements will increase the design capacity for per-hour flight operations (take-offs and landings) from 120 to 150.

\* A fourth car will be added to the automated underground train system; station walls have been constructed to provide easy removal for a fourth "platform."

\* Additional levels will be added to the close-in parking decks adjacent to the North and South Terminals, for even more parking spaces than the present 12,000.

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## AIRPORT CHANNELS ECONOMIC BOUNTY THROUGHOUT SOUTHEAST

ATLANTA--The airport's value to the Southeast United States extends beyond just supplying quick and easy connections for business and vacation travelers. It also has been a behind-the-scenes factor in many national and international corporate decisions to locate offices, manufacturing plants and other facilities in southeastern states--Alabama, Mississippi, Florida, North Carolina, South Carolina, and Tennessee--enriching their economies. Company officials know that the many daily non-stop flights into and out of Atlanta International place their new operations within a day's travel time of headquarters.

Representatives of foreign firms, using London, Brussels, Frankfurt or Mexico City as gateways, routinely fly into Atlanta, from here fanning out to call on clients in Greensboro, Birmingham, Memphis, Charlotte, Jackson and Orlando, among many other cities and towns in the region.

Atlanta International connections bring in thousands of European vacationers as well, who head from here to such attractions as Walt Disney World, the Smokies, Grand Ole Opry, the French Quarter and Florida beaches. Their francs, marks, and pounds are finding their way into all sectors of the Southeast's economy.

In a genuine sense, Atlanta International Airport is regional in scope, and belongs not only to Atlanta and Georgia, but to the entire Southeast. Atlanta benefits from its airport, no doubt about it. But probably no more so than our southeastern neighbors, who can also justifiably claim Atlanta International as their own.

7/80

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### AIRPORT ACHIEVES MAYOR'S AFFIRMATIVE ACTION GOAL

ATLANTA--Many said it couldn't be done, that it was impossible to fashion a workable marriage between affirmative action goals and big bucks construction projects. With the completion of its \$500-million airport passenger terminal complex--the largest of its kind in the world--Atlanta has done it.

This massive project exemplifies the joint venture minority participation concept whose purpose is to give minority groups access to capital and on-the-job experience. In Atlanta, there has been achieved an unprecedented level of minority participation, with minority firms--traditionally excluded from such lucrative undertakings--sharing the responsibility and the financial rewards with established white firms at every step of the process, from design work to airport concessions.

Despite the laborious process of awarding and working out joint venture contracts and the dozens of minor setbacks that hit the project, the facility has been completed on time and within budget. "With this project we have blazed new trails. We have provided more opportunity for minorities than has ever been provided anywhere," says Atlanta's Mayor Maynard Jackson, who very early made a clear and unequivocal stand on achieving meaningful minority participation. Many see Mayor Jackson's staunch commitment to the joint venture concept as the key to success of the project.

"The one thing that sets this airport project apart is joint ventures," he continues. "We have made strides that never will be reversed."

According to the City's Contract Compliance Officer, 71 of some 200 firms involved with the airport project are minority companies; they have handled contracts totalling \$87 million. And that's not counting the joint venture concession contract, or other construction work, such as cargo facilities and roadway relocation. That's strictly the new terminal. More than 800 minority employees have worked on the project out of a peak work force of about 1,800.

Even though Atlanta has achieved an historic level of minority participation and racial cooperation during the construction program, the process has not been easy and the city admits there have been some painful problems along the way.

"There were no minority participation blueprints for us to follow when we started," says Commissioner of Aviation George Berry. "Nobody had done this before. We had to make our own way, set our own goals. The mayor sought a 25% minority participation; he left it to us (Department of Aviation) to work out the details.

"We, in turn, let each contractor submit a plan as to how he would meet that 25% goal. When we started, there were hardly any established, longstanding minority contractors who could absorb that amount of work in such a short period of time," Berry continues. "We set it up so that the prime contractor secured the performance"



bonds. We arranged for subcontractors to be paid every two weeks to help them with cash flow problems, and we often broke larger contracts into smaller pieces that minority firms could better handle.

"Some entrepreneurs tried to take advantage of this opportunity, and failed," he says. "Some, unfortunately, were content to sit and let their majority partners carry the load, but many new minority firms were created, grew, and are better off now because of the airport project.

"After all," Berry concludes, "when you get down to it, what we have offered here is opportunity. We have given minority firms access to the market place. As the mayor points out, it isn't that what we're doing is so overwhelming, it's that nobody else has done anything. We can't guarantee success. But Atlanta has shown that it can be done. This is only the beginning."

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### "GO WITH THE FLOW" AT ATLANTA'S NEW TERMINAL

ATLANTA--Smooth, uninterrupted flow--of people, of aircraft, of automobiles--is the number-one achievement of the remarkable new passenger terminal complex at Atlanta International Airport. Designers realized that convenience and rapid movement are major factors in airport usage, and went all out to make the world's largest air facility also the easiest and fastest in the world for a passenger or visitor to negotiate.

For originating passengers, airport flow begins with easy access from the surrounding region via a network of interstate highways. Signs here, and throughout, are simple, uniform and easy to comprehend. Within airport grounds a system of one-way roads leads to parking areas or to either North or South Terminal; again, signs identify those airlines housed in each terminal. But, should a traveler still wind up in the wrong one, he need only walk across one of the two connecting bridges to be where he belongs.

Dividing the terminal into two connected buildings also has doubled roadway space for traffic into, through and out of the pickup and dropoff areas, and has created a six-fold increase in prime curb area. Added provisions for checking baggage at the curb makes the departure process even quicker and more convenient.

Passengers who park in lower level lots move through pedestrian passageways, beneath the driving lanes, and ascend to the ticketing level by stairs, elevator or escalator. Here, on a single level, are all ticket counters and baggage claim areas. Two unobstructed express corridors behind counters take ticketed passengers out of potentially congested areas and allow them to proceed directly to the easternmost connecting bridge where there are restaurants, retail shops, lounges and the one central security checkpoint. Depending on the volume of traffic, from one to 12 magnetometers (electronic baggage and passenger screening equipment) are in use at any given time, to keep passengers moving quickly toward their gates.

From here, it's a straight shot via escalator or elevator into the transit mall below, where Westinghouse's automated train makes the "flow" philosophy work. It's the heart of the system. By boarding one of the computer-operated vehicles that arrives every 103 seconds, travelers can be at even the farthest concourse, 1.1 miles away (1.7 kilometers) in less than five minutes.

Terminating passengers board the train at their concourse station (each of which is color coded for fast and easy recognition) and stay on, past the Ticketing Station, to the Baggage Claim Station. They proceed up an escalator or elevator onto the westernmost connecting bridge, where there are car rental counters, a Georgia Information Center, and direct access to both North and South Terminal's baggage carousels. All public and private transportation is located just outside the doors.



By the mid-1980s, MARTA's North-South rapid rail line will extend to the airport, putting the heart of downtown Atlanta within 17 minutes. The station already has been constructed to minimize future disruption, and access from the baggage claim area will be completely enclosed.

International passengers arriving at the airport in Atlanta proceed through the largest one-stop Customs and Immigration facility in the country. Because it is located in the International Terminal adjoining the North Terminal at the easternmost end, and is therefore opposite the transportation area, passengers can recheck their luggage, proceed unencumbered, and reclaim suitcases from the baggage carousels described above.

Connecting passengers, whether domestic or international, need never enter the terminal. Those in transit to another country do not pass through entry formalities, but can remain in a "sterile" area that houses food and beverage service, duty-free and other shops, and waiting lounges. If the international arrival is connecting with a domestic flight, he can, once through Immigration and Customs, recheck his luggage, which is sent directly to his departing flight.

Domestic transfers find all amenities they need on each concourse: flight information; restrooms; telephones (there's even a special TTY machine for the deaf); cocktail lounges (including Ionosphere Clubs on Concourses B and C); food and beverage areas, news and retail shops. This configuration also eliminates the need to pass through the security checkpoint. Should these connecting passengers need to move from one concourse to another, they use the speedy underground transit system. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

Building the new complex in the middle of the existing system of three parallel runways greatly reduces taxiing time, a dramatic change from the former long rides between gate and touchdown or takeoff. Adding to aircraft maneuverability are: (1) the "spine" that connects the domestic concourses with each other and with the terminals--the automated train system--is underground, below all aircraft activity, and (2) 1,000 feet (305 meters) of apron separates each concourse, enough room for the biggest aircraft to taxi from any gate to any runway. In fact, two L-1011 wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

In addition to these design features, the elements of form, color and space work together to guide passengers rapidly and easily to their points of departure; signs are uniform and use standardized, internationally recognized symbols.

Next time through Atlanta International travelers may not consciously be aware of the effort that has gone into making their trip fast and convenient, but they surely will notice the results.

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## Atlanta International Airport

### "HUB AND SPOKES" SYSTEM

#### ATLANTA'S IS A SOUTHEAST REGIONAL AIRPORT

ATLANTA--Travelers throughout the Southeast U.S. can fly anywhere they want to go, thanks to Atlanta International Airport. They can get there faster, more often, at lower rates and on schedules tailored to suit them, all because Atlanta International sits at the center of an effective and highly efficient "hub and spokes" system.

During 1979, more than 41 million people used Atlanta's airport facilities. Of that number, more than 70% (or roughly 28 million) were connecting passengers, making Atlanta the busiest connecting point in the world. For this passing parade of people, Atlanta International is an invaluable way-station. They reach it via one of 15 airlines that operate non-stop flights to 135 U.S. cities, and six international cities. They make their transfers and head out to the four corners of the country, and beyond.

Because of Atlanta's unique position as a hub airport, the citizens of Birmingham, Charlotte, Raleigh, Savannah, Columbia, Winston-Salem, and Macon, among many others, can claim a much higher quality of air service than would be possible if schedules were established only for the people actually traveling to and from those cities.

Instead of once-a-day, every-other-day, or a few-times-a-week service that their own city's traffic would warrant, passengers flying into Atlanta via the "spokes" have a choice of two dozen or more flights every day to New York, Washington, Los Angeles. With a connection at Atlanta International they can get to San Francisco, Denver, Seattle or Portland, to Kansas City, Cleveland, Phoenix or Dallas, to Philadelphia and Detroit, and many more, plus Mexico, Brussels, London, Frankfurt, Bermuda and the Caribbean.

According to one airline executive, "Smaller cities have more service because of the hub service in Atlanta. We couldn't justify a flight between, say, Augusta, Georgia, and Chicago. But we can justify several flights a day between Atlanta and Chicago."

Also, thanks to the many southeastern travelers who come through Atlanta, Atlantans themselves have a much wider range of service.

"Our local, metro Atlanta market (1.9 million people) could support about ten flights a day to New York, but we have more than 40 due to the feeder system," says Commissioner of Aviation George Berry, who also points out an interesting comparison:

"Look at the number of scheduled departures in other cities with about the same population as Atlanta. Cleveland has 269 flights a day. Pittsburgh has 500. Denver has 550. Atlanta has 850. In other words, Atlanta International users have twice as many schedules to choose from--and more destinations."



In fact, with the exception of Chicago, there is better access from Atlanta to any city in the United States. Travelers can get to more airports without a change of plane from Atlanta than from any other domestic destination.

Atlanta's importance is underscored further by the fact that while the city ranks 19th in the nation in terms of population, it boasts the second busiest airport in the world.

Atlanta, and not, perhaps, another southeastern city, developed as a transportation crossroads due to geographic location coupled with farsighted city fathers' determined ambitions to make the most of this natural advantage. In the beginning, around 1837, railroads were the name of the game; the terminus of the Western & Atlantic Railroad became the hub of a number of rail lines.

Air routes gradually replaced those ground routes until, by the Sixties, Atlanta had grown into its present, pivotal position. Delta Air Lines and Eastern Airlines, the city's major carriers (between them handling more than 80% of Atlanta International's traffic), began using smaller aircraft to collect passengers--sometimes just two or three at a stop--from all over the Southeast. These passengers from the rim of the wheel were brought via the spokes into Atlanta, the hub, where they were assembled and put together on larger aircraft for flights to major points outside the region.

It is that system that still functions today, although on an infinitely larger and more sophisticated scale. The system has made it possible for many smaller communities to retain their air service. It has facilitated the flow of passenger and cargo traffic from across the region to the most important business, financial and vacation centers of the nation, and the world. And back again.

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### ATLANTA: ITS PEOPLE, PRODUCTS AND PROGRESS

ATLANTA--Atlanta's rise to prominence as a transportation, financial, convention, communications and growing international center is directly linked to the absence of natural boundaries, allowing for expansion in virtually every direction. As the 19th largest metropolitan area in the country with a population of 1.9 million people, Atlanta is the hub of the Southeast, serving more than 32 million people.

Today, 439 of the Fortune 500 top industrial firms in the U.S. have operations in Atlanta; four of them, Coca-Cola, Gold Kist, National Service Industries, and Simmons U.S.A., are headquartered here. Eight firms from the Fortune list of the second 500 are also headquartered here. Indicative of Atlanta's growing international role are the 35 consulates and 11 trade offices maintained by foreign governments.

Economist Philip Hammer of Washington, D.C., has said, "To make a headquarters city, it takes a very special combination of advantages. That's why there are only a few such cities in the nation. Atlanta is one of them, perhaps the fastest growing and most promising of the lot."

Atlanta's place as a transportation crossroads cannot be overestimated. Atlanta's airport, the world's second busiest, handles over 1,600 operations daily. Six legs of three interstate highways cross at a single point within a mile (1½ kilometers) of the city's heart, which is a boon to motor carriers. Freight of all kinds flows through Atlanta on two of the nation's best railroads and the region's best rail connections.

Atlanta's popularity as a convention city has grown dramatically during the past decade. As a result, it now ranks third nationally in the number of meetings held. Some one million delegates are expected to attend 900 meetings in 1980, and delegate spending this year will total nearly \$360 million. Within a four-block downtown area are some of the finest hotels in the country with a concentration of 4,200 rooms close to the city's restaurants, sports facilities and entertainment. Atlanta has four major convention/exhibition centers that can accommodate large conventions and trade shows: The Georgia World Congress Center, the Atlanta Civic Center, the Atlanta Market Center, and The Omni.

Within the 15-county metropolitan area, the four sectors employing the most workers are retail and wholesale trade, services, government and manufacturing. Together they account for almost 80% of all non-agricultural employment.

Atlanta is headquarters of the 6th Federal Reserve Bank District and the 5th District Federal Home Loan Bank. With 75 banks and over 400 branches, Atlanta has total resources of almost \$9 billion. Metropolitan Atlanta ranks 9th in the nation in bank



clearing. Atlanta has offices of 46 of the nation's 50 largest life insurance companies, 35 of the 50 largest diversified financial companies and 17 of the 50 largest commercial banking companies. Twenty-one savings and loan associations with 183 branches have home offices in the metro area.

With the growth of the Southeast, and increasing trade and international investment in the region, Atlanta has become a major center of international banking. Fourteen foreign banks from four continents have operations here, and several others are considering opening offices in the city. The five largest local banks also maintain international divisions, and some operate overseas offices to serve both foreign and domestic customers.

Some 10 million square feet (930,000 square meters) of office space has either recently opened or is under construction in the Central Business District (CBD). Newly completed projects include the international headquarters of The Coca-Cola Company, and the Atlanta Apparel Mart. Opening in 1980 is the Atlanta Life Insurance Company headquarters, the largest minority-owned stock life insurance company in the country. Scheduled for occupancy in 1981 are the headquarters of Southern Bell Telephone & Telegraph Company and the Georgia Power Company. Georgia-Pacific Corporation will move its world headquarters to Atlanta in 1982, when its 52-story tower is completed.

Along with this new construction, portions of the downtown are undergoing revitalization. The public and private sectors are cooperating in the Fairlie-Poplar project, a program to transform a 21-square-block area, containing some of Atlanta's finest historic buildings, into a retail and commercial district oriented to the pedestrian.

The City also has underway plans to develop close-in housing. The Bedford-Pine Redevelopment Project, located on the northeast edge of the CBD near the new Georgia Power headquarters, will add between 2,000 and 3,000 residential units to the central area. Construction of condominiums and rental units, priced for people of all income levels, is scheduled to begin this year. The area is being developed by Park Central Communities, Inc.

Metropolitan Atlanta's two largest counties, Fulton and DeKalb, await completion of what is expected to be the best rapid transit program in America. The Metropolitan Atlanta Rapid Transit Authority has begun construction of over 60 miles (96 kilometers) of rapid rail and busways with 41 stations. The central station, largest of the system, is expected to handle over 300,000 people daily. In addition, MARTA has announced an expedited construction schedule for the remainder of its system, which will connect Atlanta International Airport south of the city with Doraville, Georgia to the north, by the mid-1980s. When the airport line is completed, the airport will be only a 17-minute ride from downtown. MARTA's rapid rail system is completely integrated into its extensive bus network, and passengers can transfer from rail to bus or vice versa without additional cost. MARTA's trains and buses provide over 90 million rides annually.

The southeast Sun Belt region is the country's fastest growing section, and Atlanta is its dynamic center.





ATLANTA: WHISTLIN' "DIXIE" TO THE BEAT OF THE 80s

Atlanta, a relatively young city, has managed successfully to maintain her charm, her culture, her reputation for Southern hospitality while keeping up with--and ahead of--the times. You may think that Scarlett O'Hara was a figment of Gone With the Wind author Margaret Mitchell's imagination, but Atlanta is living proof of that same dynamic, resourceful and indomitable spirit that, sometimes misleadingly, is gently garbed in the grace and elegance of the legendary Southland.

When, in the 1960s, the somnolent city burst--seemingly in a single bound--into the age of chrome, concrete and glass, she never neglected the traditions, the niceties, that had been bred into her character. High-rise hospitality. Capability cum charm. By whatever name, it's a desirable duo nowhere so much in evidence as in the Atlanta of the 80s.

It is this Now South, rather than the Old South, or even the New South (a phrase first used at the turn of the century) that greets today's visitors.

Atlanta always has been lucky to be in the right place at the right time. Currently, she presides over the entire southeastern United States as the region's transportation, cultural, commercial, industrial, shopping and sports center. Almost two million live in the Metro area but Atlanta keeps on growing and with her the reasons for coming. Here, you'll be rubbing shoulders with people enjoying themselves in a city of unending pleasures and possibilities, from hoedown to highbrow, from country chic to haute couture, from crepes to cocktails, from neon to candlelight.

It began back in the 1830s. The terrain on which Atlanta sprawls formed a natural setting for the terminus of the Western & Atlantic Railroad ("Atlanta" probably is the feminine form of "Atlantic") which in 1837 was one of many lines making inroads into the wilderness, settling the country. The spot grew into a major crossroads, and the town of 10,000 became a thriving rail, manufacturing, warehousing and distribution point.

But while railroads caused Atlanta's birth, they also contributed to her destruction. As a major supply center for the Confederacy during the 1861-65 Civil War, her capture was vital to the success of the Union forces. Following a 117-day siege during the summer of 1864 by General William T. Sherman's troops, the city was abandoned and the retreating Southern armies burned ammunition dumps and supplies to prevent their falling into enemy hands.

After a two-month occupation, and just before continuing on his infamous March to the Sea, Sherman put the rest of the city to the torch in a coup de grace that proved



Atlanta's ultimate salvation--it paved the way for her to become the thriving metropolis that you see today. Only 400 of some 3,600 homes and buildings remained intact, but plucky Atlantans, along with settlers from the North and other parts of the country who cast their lots with Atlanta's future, immediately returned and began the task of rebuilding. In 1866 Atlanta was made Federal headquarters for **Reconstruction**, and in 1868 became the capital of the state. Hence, the city's pictorial emblem of the Phoenix, the mythical bird that perished by fire to be reborn from its own ashes, and the city's motto, Resurgens.

Always a nice place to live and visit, far-sighted city fathers saw to it that Atlanta developed more than acres of parks, superb, tree-shaded neighborhoods, easy-access recreational spots and a supremely people-oriented atmosphere. The city's second major resurgence since Reconstruction began in 1965 with the first new hotel in more than a decade, followed by one of the largest wholesale merchandise marts in the country, plus other structures that were the first steps in a revitalized downtown whose nucleus is Peachtree Center.

These six blocks lining Peachtree Street, with more to come, hold office towers, shops restaurant/entertainment establishments and hotels, including the 73-story, 723-foot (220-meter) cylindrical shaft that is the world's tallest hotel. Buildings are linked by glass-enclosed aerial walkways and shot through with sculpture, trees, flowers, benches and umbrellared patio tables, all designed to keep the human element from being gobbled up; to let it prevail.

It is in Peachtree Center that architect/developer John Portman's revolutionary hotel designs--soaring atrium lobby, revolving rooftop restaurant and cocktail lounge--made their debuts and set the tone for the rebirth of inner cities across the country. In Atlanta, they triggered a building boom that has yet to abate. Today, the downtown area is itself a sightseeing attraction with its innovative architecture, unexpected and colorful building murals and futuristic megastructure complexes.

The central business/convention district is compact--major hotels, meeting sites and shopping areas all are within an easy eight-block walking radius. No more than five blocks from Peachtree Center is the stunning Omni International complex. Within its six acres (2.4 hectares) under a single roof you'll find two 14-story office towers and a luxury hotel of the same name overlooking an Olympic-size ice rink surrounded by restaurants, nightspots and specialty shops. Adjacent is the city's third Omni, the 17,000-seat sports coliseum known simply as The Omni.

And, of course, Atlanta has the multi-million-dollar Georgia World Congress Center. This state-owned facility, built in 1976 opposite Omni International, houses one of the largest single-level exhibition halls in the nation (350,000 square feet/ 32,407 square meters). There is an additional 200,000 square feet (18,518 square meters) of meeting space in 30 meeting rooms. GWCC also is one of the country's few, if not the only one, that offers six-channel multi-lingual simultaneous interpretation system, in its 1,952-seat auditorium. A planned expansion design will double the facility's size.



This boom town ambience makes for an extraordinary mix of people, from free-spirited youths to millionaire matrons, from the Manhattan expatriate to the good ole boy from Macon. In the process it has attracted to Atlanta cadres of young, energetic and ambitious professionals in all facets of business--some 439 of Fortune Magazine's 500 largest U.S. corporations are headquartered or maintain offices here. Many of these go-getters hail from other parts of the state, region, country, even the world, injecting different outlooks and attitudes, and keeping the city fresh and on the move. In fact, at last count, less than 25% of the population was native born, and visitors are as apt to hear mid-western twangs, New England nasals and foreign accents as they will be called upon to decipher Southern drawls. Perhaps that's why Atlantans take special pains to welcome out-of-towners, because so many of us once were newcomers ourselves.

While Atlanta's overall tone is swinging and contemporary, she almost religiously preserves the traditional. Here, you're able to step back in time in Underground Atlanta, the restored four-block area of cobblestone streets, gaslit passages and 19th-century buildings that are the vestiges of the city's origins as a bustling rail terminal. Museums, and battlefields like nearby Kennesaw where old oaks still bear marks of musket balls, conjure up visions of Civil War days. Stately, antebellum homes evoke memories of that gracious period. Roswell, a small community just north of Atlanta, boasts a number of pre-Civil War homes including Bulloch Hall, childhood home of President Theodore Roosevelt's mother.

More nostalgia awaits at 3,200-acre (1,295-hectare) Stone Mountain Park, a recreational/educational park 16 miles (25½ kilometers) east of the city. It contains, among many other attractions, an authentically recreated antebellum plantation where once-lived-in homes and outbuildings capture during an afternoon the flavor of an entire yesteryear.

You'll have to go further afield, though, to outlying towns like Jonesboro, Covington, Madison, Senoia and Washington, Georgia, to find additional clusters of antebellum homes that escaped Sherman's heavy hand. What does survive in Atlanta are imposing Victorian mansions in early neighborhoods like Inman Park, now being restored, and turn-of-the-century cottages surrounded by brick and wrought iron fences in another restoration project, West End.

Throughout the city, in fact, visitors can drink in the quiet beauty of Atlanta's abundance of neighborhoods, parks, and what seems like a monopoly on shade trees. Spring is an especially beautiful and sensual time of year here--dogwoods and azaleas bloom in profusion, giving good reason for Atlanta's sobriquet, The Dogwood City. Add to these the sweet scents of wisteria, June-blooming magnolias and roses, and Atlanta is, indeed, a heady place to be.

Not all Georgians, though, lived in mansions. Typical of the dwellings of early, self-sufficient middle-class farmers is the Tullie Smith House, a six-room 1840s farmhouse, and outbuildings, restored and maintained on the grounds of the Atlanta Historical Society. Just a stone's throw away, also on AHS's 22 acres (8.9 hectares) of landscaped property and personifying a later, opulent era, is the 1920s Swan House, a mansion built in the Anglo-Palladian style that was a private residence until 1965.



History of another sort lives along downtown's Auburn Avenue, long ago dubbed "Sweet Auburn," the economic heart of a black Atlanta that has nurtured a thriving middle class since the early 1900s. Along this street are sites closely associated with one of Atlanta's most renowned citizens, civil rights leader and winner of the 1964 Nobel Peace Prize, Martin Luther King Jr. Open to the public are his birthplace, the Ebenezer Baptist Church and his tomb, guarded by an eternally burning flame and inscribed with his famous "Free at last, Free at last, Thank God Almighty I'm free at last."

Yet, while Atlanta never forgets her past, she seldom looks over her shoulder for long, preferring to live in the excitement of today and look forward to the increasingly dynamic role she is sure to play in future years.

An upbeat atmosphere is apparent the moment you arrive, especially if it happens to be at Atlanta International Airport. In post-Civil War days, when Atlanta had re-established herself as the southeast's pre-eminent transportation center, the somewhat rueful "in" joke was that whether bound for Heaven or Hell, you had to change trains in Atlanta. Today, all the action is at the airport, the second busiest in the world (after Chicago's O'Hare) and the largest transfer hub in the world.

For getting around, visitors can travel in their own cars, rent one, hire a limo, jump a cab, hop a bus or ride the newest rapid rail service in the country. In this city on the move, there's lots to see and do. Atlanta is the Great Outdoors while chock full of cosmopolitan delights.

Local symphony, opera, ballet and other dance forms, theater and art are complemented by touring companies, exhibits and regularly scheduled big-name performers and groups.

No fewer than four professional sports teams, in baseball (Braves), football (Falcons), soccer (Chiefs) and basketball (Hawks) call Atlanta home, while there are year-round annual events in golf, tennis, polo, horseracing (steeplechase), stock car racing and more. The athletically inclined have their choice of a number of participatory sports including golf, tennis, hiking, sailing, camping, horseback riding, water and snow skiing and river rafting.

Attractions run the gamut from historic homes and battlefields to the finest in family amusement parks. Six Flags Over Georgia has something for everyone from early morning til the bewitching hour, including the Mind Bender, the world's only triple loop roller coaster, and more than 100 other rides, shows and activities on its 331 acres (134 hectares) of beautifully landscaped and cleanly kept grounds.

Shopping is unsurpassed. Atlanta, long a retail Mecca for the southeast, now boasts off-shoots of Manhattan's finest like Saks Fifth Avenue, Lord & Taylor, Tiffany, Rizzoli and Brentano's plus Neiman-Marcus, Rich's and Davison's specialty and department stores. You're able to browse through downtown's big complexes that house up to 40 shops and designer boutiques in exciting architectural settings, or roam farther afield to modern--and mammoth--suburban malls that provide one-stop shopping no matter what you're looking for.



You can dine in establishments that range from "down home" to "haute" and choose from menus as exotic as Russian or as Southern as fried chicken.

For after-hours, there are nightspots that run the gamut from dark, quiet lounges to laser-light, pulsating discos.

Hotel accommodations vary from elegant high-rises in the heart of the city to family oriented properties in the suburbs.

Atlanta is a multi-faceted city whose special charm is the subtle combination of proud, historic Southland and modern metropolis of tomorrow. Hers is a thrilling pace that races ahead to meet the future, but that still allows time to smell the roses--or magnolias, as the case may be--along the way.

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ATLANTA'S AIRPORT REMAINS SECOND BUSIEST IN WORLD

ATLANTA--Atlanta International Airport remains the second busiest airport in the world, and more people than ever are using the nation's airports.

These findings come from preliminary results of the 1979 Worldwide Airport Traffic Survey conducted by the Airport Operators Council International, headquartered in Washington, D.C.

During 1979, some 41,665,488 passengers were handled at Atlanta's airport, which also recorded a total of 599,138 aircraft operations (takeoffs and landings).

For the same period, more than 612,000,000 people used U.S. airports, up 8.17% over 1978.

The Worldwide Airport Traffic Survey rates the top ten world airports by total number of passengers. Nine of the ten are located in the U.S.

<u>Airport</u>	<u>Total Passengers</u>	<u>% Change</u>	<u>Total Aircraft Operations</u>
Chicago (O'Hare)	47,842,510	-2.7	735,245
ATLANTA	41,665,488	14.0	599,138
Los Angeles	34,923,205	6.1	539,319
London-Heathrow	27,979,196	5.6	298,549
New York-Kennedy	26,976,675	8.5	314,133
San Francisco	24,159,924	4.9	363,463
Dallas/Ft. Worth	22,579,117	13.9	445,163
Denver	20,542,682	8.5	486,300
Miami	19,627,851	18.9	382,228
N.Y.-La Guardia	18,391,035	7.6	335,765

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## NEW LOGO REFLECTS AIRPORT'S MODERN IMAGE

ATLANTA--The logo for Atlanta International Airport, developed to reflect the airport's new image that results from the building of the world's largest and most streamlined passenger terminal complex, conveys a feeling of motion, of flight, and of forward progress.

The visual identity and accompanying new type face appear at the top left of this letterhead.

The logo has the same style and modern look as the terminal facility, plus it demonstrates the basics of any successful logo--it is flexible in its use, it is memorable, and it is a symbol that won't become outdated.

The design is a striking, stylized "A". Beginning with a basic, modern letter, the "A" was italicized to give it the look of speed, the crossbar was removed, the lower serifs expanded, and it then was mirror-imaged. The result is a jet-age feeling of motion and flight.

Basic colors are warm red against gray: gray from the new terminal's exterior color, red from the color accent panels on the concourses. (For color matching purposes, the gray is PMS No. 406; the red is PMS "Warm Red".)

Completing its function, the logo will meet a variety of applications, and will be used on signs, stationery, vehicles including the cars on the new terminal's underground transit system, uniforms, and other items.

The logo was created by the Atlanta firm of Garrett/Lewis/Johnson.

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ATLANTA GAINS AS INTERNATIONAL GATEWAY;  
INTERNATIONAL TERMINAL IS PROMINENT FEATURE OF NEW PASSENGER COMPLEX

ATLANTA--To keep pace with Atlanta's growing stature as an international gateway, the airport's new passenger terminal complex (largest in the world) includes a three-story International Terminal and six-gate concourse capable of handling wide body aircraft. Attached to the eastern end of the North Terminal, it offers easy access to and from parking areas and international ticketing counters.

The Federal Inspection Services area (U.S. Immigration, Customs, Public Health, and Agriculture), which is housed on the lower level, is the largest one-step FIS facility in the country--800 arriving passengers can pass through formalities per hour. Also on this level is an International Calling Assistance Center, the first computerized teleehone system of its kind, designed to display important dialing and other information in six languages.

The middle level of the terminal contains departure lounges and concourses, duty-free shops, cocktail lounges and other concessions, and currency exchange. The top level is reserved for special airline facilities.

Multi-lingual International Services personnel are on hand to assist inbound and connecting passengers with translation and other needs.

To handle future growth, a second International Terminal, capable of accommodating more than 800 arriving passengers each hour, will be built adjacent to the South Terminal.



Atlanta International Airport, already the second busiest in the world, has experienced a dramatic increase in international traffic--1978 numbers were up 240% over 1977, and 1979 passengers were up 34% over 1978.

Atlanta's non-stop destinations, carriers and inauguration dates are:

Mexico City (Eastern--July 1, 1971)  
Montego Bay, Jamaica (Eastern--July 1, 1972)  
London (Delta--April 30, 1978 and British Caledonian--June 1, 1980)  
Brussels (Sabena--June 1, 1978)  
Frankfurt (Delta--June 17, 1979 and Lufthansa--May 1, 1980)  
Nassau, The Bahamas, (Bahamasair--Dec. 13, 1979 and Delta--April 27, 1980)  
Bermuda (Delta--July 19, 1980)

KLM Royal Dutch Airlines is scheduled to begin non-stop service to Amsterdam by Spring 1981.

In addition to non-stop flights, Atlanta also has direct service (same plane, one or more stops) to Guatemala City (Guatemala), Montreal and Toronto (Canada), and Santo Domingo (Dominican Republic).

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### AIRPORT '80--ATLANTA'S WILL BE LARGEST TERMINAL COMPLEX IN THE WORLD

ATLANTA--From the city of tomorrow, introducing the airport of tomorrow--today! When Atlanta International Airport moves into new quarters (scheduled for September 21, 1980) it will take title of world's largest passenger terminal complex, and add another exciting dimension to the city's historic role as a transportation capital, serving the fastest growing region in the country.

Atlanta already is the world's busiest transfer hub, and has the world's second busiest airport (behind Chicago's O'Hare). And, in August 1979, Atlanta International became the first airport in the world at which one carrier boarded a million passengers in a single month.

Already a popular convention and tourist destination, Atlanta is gaining prominence as an international gateway. Increasingly, the city's special combination of Southern charm and cosmopolitan sophistication, plus a healthy economic climate, are attracting growing numbers of visitors from across the nation and around the world.

Most of them arrive by air.

Last year, nearly 42 million passengers passed through Atlanta's terminal facilities--ten times the number they were designed (in 1961) to handle. Meeting the challenge of this remarkable increase in air traffic, the new facility expands Atlanta's air service capability to at least 55 million passengers annually, and the number of gates from 72 to 138. This expansion has been accomplished without moving away from one of the most convenient airport locations in the world--just nine miles (14½ kilometers) from the heart of downtown.

The complex, one mile (1½ kilometers) south of the existing structure, is anchored by two parallel and connected main terminal buildings (North Terminal and South Terminal) set at right angles to the four parallel domestic concourses. This layout provides an unusually large area for close-in automobile parking; of a total 12,000 spaces (twice the number at the present terminal) 4,700 are in parking decks adjacent to the two terminals.

Building the complex in the middle of the present airfield, between the existing system of parallel runways (giving rise to its local designation as "midfield terminal") greatly reduces taxiing time and congestion between gates and runways. One thousand feet (305 meters) of apron separates each of the four concourses so that two wide body jets (such as the L-1011 or DC-10) can taxi between them at the same time, even while another two wide body planes are parked at their gates.



An International Terminal, adjacent to the North Terminal, contains another six passenger gates and boasts an innovation in Immigration and Customs procedures--the largest one-stop-Federal Inspection Service in the country. Up to 800 arriving passengers per hour can pass through formalities without delay. Food and beverage areas, lounges, duty-free shopping, currency exchange and other amenities are found here.

Of the 15 carriers that serve Atlanta, six provide international flights to Europe, Great Britain, Mexico and the Caribbean.

The two main terminal buildings--12.6 acres (five hectares) or an area roughly  $11\frac{1}{2}$  times that of a football field--house on a single level all normal activity: ticketing, baggage claim, concessions and support facilities. Built side by side, they allow more curb length--each will have eight lanes with four passenger drop-off curbs and expanded baggage curb check. People entering either of the buildings from lower level parking lots can by-pass traffic flow via pedestrian passageways.

From terminals to the farthest concourse (just over a mile, or almost two kilometers distant) will take no longer than five minutes via a subterranean transit system of electrically powered, automatically guided cars on rubber wheels; these will run at 103-second intervals, at no cost to the rider. This system will be the fifth busiest transit system in the country, transporting a project 250,000 passengers and visitors daily.

In addition to the train, passengers can walk to and from their concourse along the attractively tiled and carpeted tunnel, or take the moving sidewalks.

Because more than 70% of the airport's traffic is connecting passengers who will not need to use the main terminal area, all concourses offer amenities such as telephones, rest rooms, shops, snack bars, cocktail lounges and other concessions.

Total land area of the terminal complex is 378 acres (153 hectares).

Atlanta's rapid rail system, MARTA, will link the airport with the city by the mid-1980s although the station shell has been constructed already to minimize future disruption. Once the line is operational, the central business/convention district is only 17 minutes away. Access from the terminal's baggage claim area will be completely enclosed.

The entire airport complex is totally free of architectural barriers to the handicapped. Both escalators and elevators are provided at all changes of grade; and elevator buttons feature raised lettering. The colors used are those discernible by the colorblind, and a combination of visual information and audio announcements is used to direct passenger flow. Many of the public telephones, mounted at heights conveniently reached by all, are equipped with amplifying devices and for those with total hearing loss, TTY machines (special teletypewriters) are



available at six heavily trafficked areas. These and other features assure that the complex is accessible to all.

The Atlanta airport terminal project exemplifies the minority participation joint venture concept, whose purpose is to give minority groups access to capital and on-the-job experience. Here, there is minority participation of 28% covering all aspects: design, engineering, construction management, construction labor, subcontracting, supplying, vending and on-going operations and concessions.

Atlanta International Airport also is unique in that it is the only major airport in the world that uses the principal concessionaire concept, in which the airport operator (in this case, the City of Atlanta) enters into agreement with one firm that has total responsibility for the contractual arrangements for restaurants, lounges, gift shops and all other terminal amenities.

Concurrently with the passenger terminal, construction is underway on what will be the largest cargo terminal complex in the world, also scheduled for September 1980 inauguration. An existing facility of 350,000 square feet (32,407 square meters) will be augmented by additional carrier-owned facilities, including one that will be the largest single-building cargo terminal in the world (457,000 square feet or 42,315 square meters).

Total cost of the passenger terminal complex construction approaches \$500 million, with another \$250 million going for roadway relocation, taxiways and cargo and support facilities.

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Atlanta International Airport

HASSLE-FREE CONNECTIONS

### NEW COMPLEX BUILT TO SERVE CONNECTING PASSENGERS

ATLANTA--Connecting at Atlanta International Airport could only get better, right? Now, that longed for time has come.

Gone are the lengthy walks, the crowded concourses, the tedious taxiing times. The airport's brand new passenger terminal complex not only is the largest in the world, but the only one in the world designed and built with the needs and comforts of connecting passengers in mind.

The 28 million or so people who are just passing through (roughly 70% of the airport's annual 41 million passengers) will find it a pleasure to fly into, and out of, Atlanta International.

For years, these travelers begrudged having to connect in Atlanta. Much of their vexation stemmed from cramped terminal facilities and limited runway access--conditions that resulted from phenomenal, and unanticipated, growth in air travel, especially in the southeastern Sun Belt region. Just 20 years ago, this airport was the 35th busiest in the continental United States. Today, it ranks as the second busiest in the world.

While no one disputes that the new complex is long overdue, many have cited as a minor miracle the feat of moving more than 41,000,000 travelers a year through a terminal designed, in 1961, to handle only 18,000,000.

The new facilities are more than adequate to keep up with--ahead of, even--that growth. They are designed to handle comfortably at least 55 million passengers a year. With built-in expansion capabilities, that number can increase to 75 million passengers annually.

Here are some of the conveniences:

- \* The complex is designed so that connecting passengers never have to enter the main terminals. Each of the four domestic concourses contains all amenities travelers look for between flights: arrival and departure information; restrooms; telephones (there's even a special TTY machine for the deaf); food and beverage areas; cocktail lounges (including two Inosphere Clubs on Concourses B and C); news and retail shops. This configuration also eliminates having to pass through the security checkpoint.
- \* In most instances, connecting passengers won't even have to leave the concourse at which they arrived. However, should they be catching a flight that departs from another concourse, they use the underground automated transit system. A train



pulls into their station every 103 seconds and whisks them to the next concourse in another 40 seconds. If they happen to be three concourses away from their outbound flight, they'll arrive just two minutes 20 seconds later. Stations and directional signs are color coded for passenger ease and simplification. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

- \* At the old terminal, the longest possible distance a transferring passenger could walk was 4,200 feet (1,280 meters). Now, although he could possibly walk 2,000 feet (610 meters, the distance from one end of the longest concourse to the other) he probably never will. The airlines, using sophisticated computer techniques, have streamlined connecting schedules, placing most-connected flights at gates that are close to each other.
- \* The connecting passenger will really notice the difference in reduced taxiing time. The old terminal was situated north of all three runways. Often, aircraft had to taxi as far as one mile ( 1½ kilometers) to reach their appointed runway (or vice versa),

The new complex lies between the existing system of parallel runways, meaning that planes taxi much shorter distances. This is a dramatic change from the former long rides between gate and touchdown or take-off. Adding to aircraft maneuverability is the full 1,000 feet (305 meters) of apron between each concourse, permitting the biggest aircraft to taxi quickly from any gate to any runway. As a matter of fact, two wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

- \* This strategic positioning in the middle of the field also has increased airfield use efficiency. Atlanta International can now accommodate 120 plane movements (landings and take-offs) per hour, up from 105.

Atlanta International appreciates its connecting passengers, and has done everything possible in its new terminal complex to facilitate their air travels. The newest, the biggest, the fastest...is also the most attentive to the needs of those people who use it.

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AIRPORT'S TRANSIT SYSTEM TAKES YOU THERE--FAST!

ATLANTA--A key to the fast, smooth and efficient functioning of Atlanta International Airport's new passenger complex is the totally automated underground transit system that links North and South Terminals with the four domestic concourses.

Designed by Westinghouse Electric Corporation, it will transport a projected 250,000 passengers and visitors per day, making it the fifth busiest transit system in the country.

Passing through the central security checkpoint, travelers descend a 40-foot (12-meter) escalator into the transportation mall, where route and destination information is provided by three means: taped message, color coding of stations and visual message panels. Every 103 seconds a one- or two-car train pulls in (there are platforms for up to three-car trains), to move riders to the first concourse in 40 seconds. Cars remain approximately 20 seconds in each station; from there it's another 40 seconds to the next concourse. Distance between the terminal and the farthest concourse, Concourse D, is 1.1 miles (1.7 kilometers). Elapsed train time is 4.7 minutes! There is no cost to the rider.

Atlanta International begins operation with 17 rubber-tired, electrically powered vehicles that comfortably hold 86 passengers, 70 standing and 16 seated. (So few seats are due to the short time between stops.) Doors are seven feet (two meters) wide to accommodate wheelchairs.

The cars travel along electrified "guideways" in two parallel tunnels separated by a pedestrian mall (passengers can walk via this mall to their concourse, or use moving sidewalks.) One tunnel is used for outbound traffic, the other for inbound. Bypasses enable the system to operate as a shuttle, on the same track, during preventive maintenance checks at off-peak hours, thus maintaining normal traffic flow.

Vehicles move at a maximum 25 mph (40 kph) under the guidance of a computer system that continually monitors all components for problems, actual or potential. In the event of a malfunction, the computer alerts human operators, diagnoses the problem and recommends a solution. The operator then can add other cars and reroute, or bypass the malfunctioning train to maintain the smooth flow of service. Even the computer has a backup computer. In addition, there are three braking systems, and each car has its own heating and air conditioning system.

The Atlanta installation is a fifth generation--and therefore the most sophisticated--Westinghouse airport transit system. Similar ones are in operation at Seattle-



Tacoma and Tampa, and are in the process of being installed at Miami, Orlando and London's Gatwick International Airport.

Other items of interest are:

- \* Vehicles serve ten stations, two in the terminal area (Baggage Claim and Ticketing/International Terminal) and two in each of the four domestic concourses where an outbound station and an inbound station are separate but connected to prevent confusion as to which train to board.

- \* Each two-car train is expected to travel more than 80,000 miles (128,720 kilometers) annually. This is more than a New York subway vehicle travels in a year.

- \* Each car is 39 feet long (12 meters), 9 feet, 4 inches wide (3 meters) and 11 feet high (3.5 meters). It weighs 30,000 pounds empty (13.6 metric tons).

- \* Top speed is 25 mph (40 kph). Each car is powered by two 100 horsepower d.c. motors (101.4 metric horsepower).

- \* Vehicles contain three braking systems: dynamic brakes, friction brakes and emergency spring brakes.

- \* The exterior of the car is principally aluminum with fiberglass ends. The underframe is steel. The interior is largely fiberglass and formed plastic. Floors are carpeted.

- \* A Control Center, located midpoint at Concourse B, houses the system's computer, control console and operations personnel.

- \* From a Maintenance Center beyond Concourse D, daily, weekly and yearly preventive maintenance is carried out on the vehicles and other major components of the system.

- \* 42,000,000 airline passengers, or a total of more than 90,000,000 people, will use the system in its first year. The average passenger will spend two to three minutes on the train, riding in climate-controlled comfort, speeding over a distance it would take him ten times as long to walk.

- \* Each station contains three "platforms", one per vehicle. Expansion capability includes adding a fourth car; station walls are constructed so they easily can be knocked out to accommodate this extra platform.

- \* JKH Mobility Services of Houston, Texas, served as technical consultant from conceptual development in 1976 to implementation.

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**Atlanta International Airport**

FUTURE EXPANSION

EVEN NOW, AIRPORT HAS ITS EYE ON THE FUTURE

ATLANTA--Atlanta International Airport already is thinking ahead, to the time when its new passenger terminal facilities--barely inaugurated--may be facing the same "crunch" conditions that plagued the old terminal.

Expansion capabilities have been built into the present design, allowing the complex to grow as does the demand for air travel. The new terminal complex can comfortably handle 55 million passengers a year; fully expanded, it will accommodate at least 75 million people annually.

\* A fifth domestic concourse, Concourse E, will be built when the need arises.

\* A second International Terminal, adjacent to the South Terminal, will be able to handle more than 800 arriving passengers per hour.

\* A fourth runway, 9,000 feet (2,743 meters) long, will be built in 1983. At the same time, the field's 8,000-foot (2,438-meter) runway will be extended to 12,000 feet (3,658 meters). These improvements will increase the design capacity for per-hour flight operations (take-offs and landings) from 120 to 150.

\* A fourth car will be added to the automated underground train system; station walls have been constructed to provide easy removal for a fourth "platform."

\* Additional levels will be added to the close-in parking decks adjacent to the North and South Terminals, for even more parking spaces than the present 12,000.

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## AIRPORT CHANNELS ECONOMIC BOUNTY THROUGHOUT SOUTHEAST

ATLANTA--The airport's value to the Southeast United States extends beyond just supplying quick and easy connections for business and vacation travelers. It also has been a behind-the-scenes factor in many national and international corporate decisions to locate offices, manufacturing plants and other facilities in southeastern states--Alabama, Mississippi, Florida, North Carolina, South Carolina, and Tennessee--enriching their economies. Company officials know that the many daily non-stop flights into and out of Atlanta International place their new operations within a day's travel time of headquarters.

Representatives of foreign firms, using London, Brussels, Frankfurt or Mexico City as gateways, routinely fly into Atlanta, from here fanning out to call on clients in Greensboro, Birmingham, Memphis, Charlotte, Jackson and Orlando, among many other cities and towns in the region.

Atlanta International connections bring in thousands of European vacationers as well, who head from here to such attractions as Walt Disney World, the Smokies, Grand Ole Opry, the French Quarter and Florida beaches. Their francs, marks, and pounds are finding their way into all sectors of the Southeast's economy.

In a genuine sense, Atlanta International Airport is regional in scope, and belongs not only to Atlanta and Georgia, but to the entire Southeast. Atlanta benefits from its airport, no doubt about it. But probably no more so than our southeastern neighbors, who can also justifiably claim Atlanta International as their own.

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AIRPORT ACHIEVES MAYOR'S AFFIRMATIVE ACTION GOAL

ATLANTA--Many said it couldn't be done, that it was impossible to fashion a workable marriage between affirmative action goals and big bucks construction projects. With the completion of its \$500-million airport passenger terminal complex--the largest of its kind in the world--Atlanta has done it.

This massive project exemplifies the joint venture minority participation concept whose purpose is to give minority groups access to capital and on-the-job experience. In Atlanta, there has been achieved an unprecedented level of minority participation, with minority firms--traditionally excluded from such lucrative undertakings--sharing the responsibility and the financial rewards with established white firms at every step of the process, from design work to airport concessions.

Despite the laborious process of awarding and working out joint venture contracts and the dozens of minor setbacks that hit the project, the facility has been completed on time and within budget. "With this project we have blazed new trails. We have provided more opportunity for minorities than has ever been provided anywhere," says Atlanta's Mayor Maynard Jackson, who very early made a clear and unequivocal stand on achieving meaningful minority participation. Many see Mayor Jackson's staunch commitment to the joint venture concept as the key to success of the project.

"The one thing that sets this airport project apart is joint ventures," he continues. "We have made strides that never will be reversed."

According to the City's Contract Compliance Officer, 71 of some 200 firms involved with the airport project are minority companies; they have handled contracts totalling \$87 million. And that's not counting the joint venture concession contract, or other construction work, such as cargo facilities and roadway relocation. That's strictly the new terminal. More than 800 minority employees have worked on the project out of a peak work force of about 1,800.

Even though Atlanta has achieved an historic level of minority participation and racial cooperation during the construction program, the process has not been easy and the city admits there have been some painful problems along the way.

"There were no minority participation blueprints for us to follow when we started," says Commissioner of Aviation George Berry. "Nobody had done this before. We had to make our own way, set our own goals. The mayor sought a 25% minority participation; he left it to us (Department of Aviation) to work out the details.

"We, in turn, let each contractor submit a plan as to how he would meet that 25% goal. When we started, there were hardly any established, longstanding minority contractors who could absorb that amount of work in such a short period of time," Berry continues. "We set it up so that the prime contractor secured the performance



bonds. We arranged for subcontractors to be paid every two weeks to help them with cash flow problems, and we often broke larger contracts into smaller pieces that minority firms could better handle.

"Some entrepreneurs tried to take advantage of this opportunity, and failed," he says. "Some, unfortunately, were content to sit and let their majority partners carry the load, but many new minority firms were created, grew, and are better off now because of the airport project.

"After all," Berry concludes, "when you get down to it, what we have offered here is opportunity. We have given minority firms access to the market place. As the mayor points out, it isn't that what we're doing is so overwhelming, it's that nobody else has done anything. We can't guarantee success. But Atlanta has shown that it can be done. This is only the beginning."

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### "GO WITH THE FLOW" AT ATLANTA'S NEW TERMINAL

ATLANTA--Smooth, uninterrupted flow--of people, of aircraft, of automobiles--is the number-one achievement of the remarkable new passenger terminal complex at Atlanta International Airport. Designers realized that convenience and rapid movement are major factors in airport usage, and went all out to make the world's largest air facility also the easiest and fastest in the world for a passenger or visitor to negotiate.

For originating passengers, airport flow begins with easy access from the surrounding region via a network of Interstate highways. Signs here, and throughout, are simple, uniform and easy to comprehend. Within airport grounds a system of one-way roads leads to parking areas or to either North or South Terminal; again, signs identify those airlines housed in each terminal. But, should a traveler still wind up in the wrong one, he need only walk across one of the two connecting bridges to be where he belongs.

Dividing the terminal into two connected buildings also has doubled roadway space for traffic into, through and out of the pickup and dropoff areas, and has created a six-fold increase in prime curb area. Added provisions for checking baggage at the curb makes the departure process even quicker and more convenient.

Passengers who park in lower level lots move through pedestrian passageways, beneath the driving lanes, and ascend to the ticketing level by stairs, elevator or escalator. Here, on a single level, are all ticket counters and baggage claim areas. Two unobstructed express corridors behind counters take ticketed passengers out of potentially congested areas and allow them to proceed directly to the easternmost connecting bridge where there are restaurants, retail shops, lounges and the one central security checkpoint. Depending on the volume of traffic, from one to 12 magnetometers (electronic baggage and passenger screening equipment) are in use at any given time, to keep passengers moving quickly toward their gates.

From here, it's a straight shot via escalator or elevator into the transit mall below, where Westinghouse's automated train makes the "flow" philosophy work. It's the heart of the system. By boarding one of the computer-operated vehicles that arrives every 103 seconds, travelers can be at even the farthest concourse, 1.1 miles away (1.7 kilometers) in less than five minutes.

Terminating passengers board the train at their concourse station (each of which is color coded for fast and easy recognition) and stay on, past the Ticketing Station, to the Baggage Claim Station. They proceed up an escalator or elevator onto the westernmost connecting bridge, where there are car rental counters, a Georgia Information Center, and direct access to both North and South Terminal's baggage carousels. All public and private transportation is located just outside the doors.



By the mid-1980s, MARTA's North-South rapid rail line will extend to the airport, putting the heart of downtown Atlanta within 17 minutes. The station already has been constructed to minimize future disruption, and access from the baggage claim area will be completely enclosed.

International passengers arriving at the airport in Atlanta proceed through the largest one-stop Customs and Immigration facility in the country. Because it is located in the International Terminal adjoining the North Terminal at the easternmost end, and is therefore opposite the transportation area, passengers can recheck their luggage, proceed unencumbered, and reclaim suitcases from the baggage carousels described above.

Connecting passengers, whether domestic or international, need never enter the terminal. Those in transit to another country do not pass through entry formalities, but can remain in a "sterile" area that houses food and beverage service, duty-free and other shops, and waiting lounges. If the international arrival is connecting with a domestic flight, he can, once through Immigration and Customs, recheck his luggage, which is sent directly to his departing flight.

Domestic transfers find all amenities they need on each concourse: flight information; restrooms; telephones (there's even a special TTY machine for the deaf); cocktail lounges (including Ionosphere Clubs on Concourses B and C); food and beverage areas, news and retail shops. This configuration also eliminates the need to pass through the security checkpoint. Should these connecting passengers need to move from one concourse to another, they use the speedy underground transit system. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

Building the new complex in the middle of the existing system of three parallel runways greatly reduces taxiing time, a dramatic change from the former long rides between gate and touchdown or takeoff. Adding to aircraft maneuverability are: (1) the "spine" that connects the domestic concourses with each other and with the terminals--the automated train system--is underground, below all aircraft activity, and (2) 1,000 feet (305 meters) of apron separates each concourse, enough room for the biggest aircraft to taxi from any gate to any runway. In fact, two L-1011 wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

In addition to these design features, the elements of form, color and space work together to guide passengers rapidly and easily to their points of departure; signs are uniform and use standardized, internationally recognized symbols.

Next time through Atlanta International travelers may not consciously be aware of the effort that has gone into making their trip fast and convenient, but they surely will notice the results.

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# Atlanta International Airport

## "HUB AND SPOKES" SYSTEM

### ATLANTA'S IS A SOUTHEAST REGIONAL AIRPORT

ATLANTA--Travelers throughout the Southeast U.S. can fly anywhere they want to go, thanks to Atlanta International Airport. They can get there faster, more often, at lower rates and on schedules tailored to suit them, all because Atlanta International sits at the center of an effective and highly efficient "hub and spokes" system.

During 1979, more than 41 million people used Atlanta's airport facilities. Of that number, more than 70% (or roughly 28 million) were connecting passengers, making Atlanta the busiest connecting point in the world. For this passing parade of people, Atlanta International is an invaluable way-station. They reach it via one of 15 airlines that operate non-stop flights to 135 U.S. cities, and six international cities. They make their transfers and head out to the four corners of the country, and beyond.

Because of Atlanta's unique position as a hub airport, the citizens of Birmingham, Charlotte, Raleigh, Savannah, Columbia, Winston-Salem, and Macon, among many others, can claim a much higher quality of air service than would be possible if schedules were established only for the people actually traveling to and from those cities.

Instead of once-a-day, every-other-day, or a few-times-a-week service that their own city's traffic would warrant, passengers flying into Atlanta via the "spokes" have a choice of two dozen or more flights every day to New York, Washington, Los Angeles. With a connection at Atlanta International they can get to San Francisco, Denver, Seattle or Portland, to Kansas City, Cleveland, Phoenix or Dallas, to Philadelphia and Detroit, and many more, plus Mexico, Brussels, London, Frankfurt, Bermuda and the Caribbean.

According to one airline executive, "Smaller cities have more service because of the hub service in Atlanta. We couldn't justify a flight between, say, Augusta, Georgia, and Chicago. But we can justify several flights a day between Atlanta and Chicago."

Also, thanks to the many southeastern travelers who come through Atlanta, Atlantans themselves have a much wider range of service.

"Our local, metro Atlanta market (1.9 million people) could support about ten flights a day to New York, but we have more than 40 due to the feeder system," says Commissioner of Aviation George Berry, who also points out an interesting comparison:

"Look at the number of scheduled departures in other cities with about the same population as Atlanta. Cleveland has 269 flights a day. Pittsburgh has 500. Denver has 550. Atlanta has 850. In other words, Atlanta International users have twice as many schedules to choose from--and more destinations."



In fact, with the exception of Chicago, there is better access from Atlanta to any city in the United States. Travelers can get to more airports without a change of plane from Atlanta than from any other domestic destination.

Atlanta's importance is underscored further by the fact that while the city ranks 19th in the nation in terms of population, it boasts the second busiest airport in the world.

Atlanta, and not, perhaps, another southeastern city, developed as a transportation crossroads due to geographic location coupled with farsighted city fathers' determined ambitions to make the most of this natural advantage. In the beginning, around 1837, railroads were the name of the game; the terminus of the Western & Atlantic Railroad became the hub of a number of rail lines.

Air routes gradually replaced those ground routes until, by the Sixties, Atlanta had grown into its present, pivotal position. Delta Air Lines and Eastern Airlines, the city's major carriers (between them handling more than 80% of Atlanta International's traffic), began using smaller aircraft to collect passengers--sometimes just two or three at a stop--from all over the Southeast. These passengers from the rim of the wheel were brought via the spokes into Atlanta, the hub, where they were assembled and put together on larger aircraft for flights to major points outside the region.

It is that system that still functions today, although on an infinitely larger and more sophisticated scale. The system has made it possible for many smaller communities to retain their air service. It has facilitated the flow of passenger and cargo traffic from across the region to the most important business, financial and vacation centers of the nation, and the world. And back again.

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### ATLANTA: ITS PEOPLE, PRODUCTS AND PROGRESS

ATLANTA--Atlanta's rise to prominence as a transportation, financial, convention, communications and growing international center is directly linked to the absence of natural boundaries, allowing for expansion in virtually every direction. As the 19th largest metropolitan area in the country with a population of 1.9 million people, Atlanta is the hub of the Southeast, serving more than 32 million people.

Today, 439 of the Fortune 500 top industrial firms in the U.S. have operations in Atlanta; four of them, Coca-Cola, Gold Kist, National Service Industries, and Simmons U.S.A., are headquartered here. Eight firms from the Fortune list of the second 500 are also headquartered here. Indicative of Atlanta's growing international role are the 35 consulates and 11 trade offices maintained by foreign governments.

Economist Philip Hammer of Washington, D.C., has said, "To make a headquarters city, it takes a very special combination of advantages. That's why there are only a few such cities in the nation. Atlanta is one of them, perhaps the fastest growing and most promising of the lot."

Atlanta's place as a transportation crossroads cannot be overestimated. Atlanta's airport, the world's second busiest, handles over 1,600 operations daily. Six legs of three interstate highways cross at a single point within a mile (1½ kilometers) of the city's heart, which is a boon to motor carriers. Freight of all kinds flows through Atlanta on two of the nation's best railroads and the region's best rail connections.

Atlanta's popularity as a convention city has grown dramatically during the past decade. As a result, it now ranks third nationally in the number of meetings held. Some one million delegates are expected to attend 900 meetings in 1980, and delegate spending this year will total nearly \$360 million. Within a four-block downtown area are some of the finest hotels in the country with a concentration of 4,200 rooms close to the city's restaurants, sports facilities and entertainment. Atlanta has four major convention/exhibition centers that can accommodate large conventions and trade shows: The Georgia World Congress Center, the Atlanta Civic Center, the Atlanta Market Center, and The Omni.

Within the 15-county metropolitan area, the four sectors employing the most workers are retail and wholesale trade, services, government and manufacturing. Together they account for almost 80% of all non-agricultural employment.

Atlanta is headquarters of the 6th Federal Reserve Bank District and the 5th District Federal Home Loan Bank. With 75 banks and over 400 branches, Atlanta has total resources of almost \$9 billion. Metropolitan Atlanta ranks 9th in the nation in bank



clearing. Atlanta has offices of 46 of the nation's 50 largest life insurance companies, 35 of the 50 largest diversified financial companies and 17 of the 50 largest commercial banking companies. Twenty-one savings and loan associations with 183 branches have home offices in the metro area.

With the growth of the Southeast, and increasing trade and international investment in the region, Atlanta has become a major center of international banking. Fourteen foreign banks from four continents have operations here, and several others are considering opening offices in the city. The five largest local banks also maintain international divisions, and some operate overseas offices to serve both foreign and domestic customers.

Some 10 million square feet (930,000 square meters) of office space has either recently opened or is under construction in the Central Business District (CBD). Newly completed projects include the international headquarters of The Coca-Cola Company, and the Atlanta Apparel Mart. Opening in 1980 is the Atlanta Life Insurance Company headquarters, the largest minority-owned stock life insurance company in the country. Scheduled for occupancy in 1981 are the headquarters of Southern Bell Telephone & Telegraph Company and the Georgia Power Company. Georgia-Pacific Corporation will move its world headquarters to Atlanta in 1982, when its 52-story tower is completed.

Along with this new construction, portions of the downtown are undergoing revitalization. The public and private sectors are cooperating in the Fairlie-Poplar project, a program to transform a 21-square-block area, containing some of Atlanta's finest historic buildings, into a retail and commercial district oriented to the pedestrian.

The City also has underway plans to develop close-in housing. The Bedford-Pine Redevelopment Project, located on the northeast edge of the CBD near the new Georgia Power headquarters, will add between 2,000 and 3,000 residential units to the central area. Construction of condominiums and rental units, priced for people of all income levels, is scheduled to begin this year. The area is being developed by Park Central Communities, Inc.

Metropolitan Atlanta's two largest counties, Fulton and DeKalb, await completion of what is expected to be the best rapid transit program in America. The Metropolitan Atlanta Rapid Transit Authority has begun construction of over 60 miles (96 kilometers) of rapid rail and busways with 41 stations. The central station, largest of the system, is expected to handle over 300,000 people daily. In addition, MARTA has announced an expedited construction schedule for the remainder of its system, which will connect Atlanta International Airport south of the city with Doraville, Georgia to the north, by the mid-1980s. When the airport line is completed, the airport will be only a 17-minute ride from downtown. MARTA's rapid rail system is completely integrated into its extensive bus network, and passengers can transfer from rail to bus or vice versa without additional cost. MARTA's trains and buses provide over 90 million rides annually.

The southeast Sun Belt region is the country's fastest growing section, and Atlanta is its dynamic center.





ATLANTA: WHISTLIN' "DIXIE" TO THE BEAT OF THE 80s

Atlanta, a relatively young city, has managed successfully to maintain her charm, her culture, her reputation for Southern hospitality while keeping up with--and ahead of--the times. You may think that Scarlett O'Hara was a figment of Gone With the Wind author Margaret Mitchell's imagination, but Atlanta is living proof of that same dynamic, resourceful and indomitable spirit that, sometimes misleadingly, is gently garbed in the grace and elegance of the legendary Southland.

When, in the 1960s, the somnolent city burst--seemingly in a single bound--into the age of chrome, concrete and glass, she never neglected the traditions, the niceties, that had been bred into her character. High-rise hospitality. Capability cum charm. By whatever name, it's a desirable duo nowhere so much in evidence as in the Atlanta of the 80s.

It is this Now South, rather than the Old South, or even the New South (a phrase first used at the turn of the century) that greets today's visitors.

Atlanta always has been lucky to be in the right place at the right time. Currently, she presides over the entire southeastern United States as the region's transportation, cultural, commercial, industrial, shopping and sports center. Almost two million live in the Metro area but Atlanta keeps on growing and with her the reasons for coming. Here, you'll be rubbing shoulders with people enjoying themselves in a city of unending pleasures and possibilities, from hoedown to highbrow, from country chic to haute couture, from crepes to cocktails, from neon to candlelight.

It began back in the 1830s. The terrain on which Atlanta sprawls formed a natural setting for the terminus of the Western & Atlantic Railroad ("Atlanta" probably is the feminine form of "Atlantic") which in 1837 was one of many lines making inroads into the wilderness, settling the country. The spot grew into a major crossroads, and the town of 10,000 became a thriving rail, manufacturing, warehousing and distribution point.

But while railroads caused Atlanta's birth, they also contributed to her destruction. As a major supply center for the Confederacy during the 1861-65 Civil War, her capture was vital to the success of the Union forces. Following a 117-day siege during the summer of 1864 by General William T. Sherman's troops, the city was abandoned and the retreating Southern armies burned ammunition dumps and supplies to prevent their falling into enemy hands.

After a two-month occupation, and just before continuing on his infamous March to the Sea, Sherman put the rest of the city to the torch in a coup de grace that proved



Atlanta's ultimate salvation--it paved the way for her to become the thriving metropolis that you see today. Only 400 of some 3,600 homes and buildings remained intact, but plucky Atlantans, along with settlers from the North and other parts of the country who cast their lots with Atlanta's future, immediately returned and began the task of rebuilding. In 1866 Atlanta was made Federal headquarters for **Reconstruction**, and in 1868 became the capital of the state. Hence, the city's pictorial emblem of the Phoenix, the mythical bird that perished by fire to be reborn from its own ashes, and the city's motto, Resurgens.

Always a nice place to live and visit, far-sighted city fathers saw to it that Atlanta developed more than acres of parks, superb, tree-shaded neighborhoods, easy-access recreational spots and a supremely people-oriented atmosphere. The city's second major resurgence since Reconstruction began in 1965 with the first new hotel in more than a decade, followed by one of the largest wholesale merchandise marts in the country, plus other structures that were the first steps in a revitalized downtown whose nucleus is Peachtree Center.

These six blocks lining Peachtree Street, with more to come, hold office towers, shops restaurant/entertainment establishments and hotels, including the 73-story, 723-foot (220-meter) cylindrical shaft that is the world's tallest hotel. Buildings are linked by glass-enclosed aerial walkways and shot through with sculpture, trees, flowers, benches and umbrellared patio tables, all designed to keep the human element from being gobbled up; to let it prevail.

It is in Peachtree Center that architect/developer John Portman's revolutionary hotel designs--soaring atrium lobby, revolving rooftop restaurant and cocktail lounge--made their debuts and set the tone for the rebirth of inner cities across the country. In Atlanta, they triggered a building boom that has yet to abate. Today, the downtown area is itself a sightseeing attraction with its innovative architecture, unexpected and colorful building murals and futuristic megastructure complexes.

The central business/convention district is compact--major hotels, meeting sites and shopping areas all are within an easy eight-block walking radius. No more than five blocks from Peachtree Center is the stunning Omni International complex. Within its six acres (2.4 hectares) under a single roof you'll find two 14-story office towers and a luxury hotel of the same name overlooking an Olympic-size ice rink surrounded by restaurants, nightspots and specialty shops. Adjacent is the city's third Omni, the 17,000-seat sports coliseum known simply as The Omni.

And, of course, Atlanta has the multi-million-dollar Georgia World Congress Center. This state-owned facility, built in 1976 opposite Omni International, houses one of the largest single-level exhibition halls in the nation (350,000 square feet/ 32,407 square meters). There is an additional 200,000 square feet (18,518 square meters) of meeting space in 30 meeting rooms. GWCC also is one of the country's few, if not the only one, that offers six-channel multi-lingual simultaneous interpretation system, in its 1,952-seat auditorium. A planned expansion design will double the facility's size.



This boom town ambience makes for an extraordinary mix of people, from free-spirited youths to millionaire matrons, from the Manhattan expatriate to the good ole boy from Macon. In the process it has attracted to Atlanta cadres of young, energetic and ambitious professionals in all facets of business--some 439 of Fortune Magazine's 500 largest U.S. corporations are headquartered or maintain offices here. Many of these go-getters hail from other parts of the state, region, country, even the world, injecting different outlooks and attitudes, and keeping the city fresh and on the move. In fact, at last count, less than 25% of the population was native born, and visitors are as apt to hear mid-western twangs, New England nasals and foreign accents as they will be called upon to decipher Southern drawls. Perhaps that's why Atlantans take special pains to welcome out-of-towners, because so many of us once were newcomers ourselves.

While Atlanta's overall tone is swinging and contemporary, she almost religiously preserves the traditional. Here, you're able to step back in time in Underground Atlanta, the restored four-block area of cobblestone streets, gaslit passages and 19th-century buildings that are the vestiges of the city's origins as a bustling rail terminal. Museums, and battlefields like nearby Kennesaw where old oaks still bear marks of musket balls, conjure up visions of Civil War days. Stately, antebellum homes evoke memories of that gracious period. Roswell, a small community just north of Atlanta, boasts a number of pre-Civil War homes including Bulloch Hall, childhood home of President Theodore Roosevelt's mother.

More nostalgia awaits at 3,200-acre (1,295-hectare) Stone Mountain Park, a recreational/educational park 16 miles (25½ kilometers) east of the city. It contains, among many other attractions, an authentically recreated antebellum plantation where once-lived-in homes and outbuildings capture during an afternoon the flavor of an entire yesteryear.

You'll have to go further afield, though, to outlying towns like Jonesboro, Covington, Madison, Senoia and Washington, Georgia, to find additional clusters of antebellum homes that escaped Sherman's heavy hand. What does survive in Atlanta are imposing Victorian mansions in early neighborhoods like Inman Park, now being restored, and turn-of-the-century cottages surrounded by brick and wrought iron fences in another restoration project, West End.

Throughout the city, in fact, visitors can drink in the quiet beauty of Atlanta's abundance of neighborhoods, parks, and what seems like a monopoly on shade trees. Spring is an especially beautiful and sensual time of year here--dogwoods and azaleas bloom in profusion, giving good reason for Atlanta's sobriquet, The Dogwood City. Add to these the sweet scents of wisteria, June-blooming magnolias and roses, and Atlanta is, indeed, a heady place to be.

Not all Georgians, though, lived in mansions. Typical of the dwellings of early, self-sufficient middle-class farmers is the Tullie Smith House, a six-room 1840s farmhouse, and outbuildings, restored and maintained on the grounds of the Atlanta Historical Society. Just a stone's throw away, also on AHS's 22 acres (8.9 hectares) of landscaped property and personifying a later, opulent era, is the 1920s Swan House, a mansion built in the Anglo-Palladian style that was a private residence until 1965.



History of another sort lives along downtown's Auburn Avenue, long ago dubbed "Sweet Auburn," the economic heart of a black Atlanta that has nurtured a thriving middle class since the early 1900s. Along this street are sites closely associated with one of Atlanta's most renowned citizens, civil rights leader and winner of the 1964 Nobel Peace Prize, Martin Luther King Jr. Open to the public are his birthplace, the Ebenezer Baptist Church and his tomb, guarded by an eternally burning flame and inscribed with his famous "Free at last, Free at last, Thank God Almighty I'm free at last."

Yet, while Atlanta never forgets her past, she seldom looks over her shoulder for long, preferring to live in the excitement of today and look forward to the increasingly dynamic role she is sure to play in future years.

An upbeat atmosphere is apparent the moment you arrive, especially if it happens to be at Atlanta International Airport. In post-Civil War days, when Atlanta had re-established herself as the southeast's pre-eminent transportation center, the somewhat rueful "in" joke was that whether bound for Heaven or Hell, you had to change trains in Atlanta. Today, all the action is at the airport, the second busiest in the world (after Chicago's O'Hare) and the largest transfer hub in the world.

For getting around, visitors can travel in their own cars, rent one, hire a limo, jump a cab, hop a bus or ride the newest rapid rail service in the country. In this city on the move, there's lots to see and do. Atlanta is the Great Outdoors while chock full of cosmopolitan delights.

Local symphony, opera, ballet and other dance forms, theater and art are complemented by touring companies, exhibits and regularly scheduled big-name performers and groups.

No fewer than four professional sports teams, in baseball (Braves), football (Falcons), soccer (Chiefs) and basketball (Hawks) call Atlanta home, while there are year-round annual events in golf, tennis, polo, horseracing (steeplechase), stock car racing and more. The athletically inclined have their choice of a number of participatory sports including golf, tennis, hiking, sailing, camping, horseback riding, water and snow skiing and river rafting.

Attractions run the gamut from historic homes and battlefields to the finest in family amusement parks. Six Flags Over Georgia has something for everyone from early morning til the bewitching hour, including the Mind Bender, the world's only triple loop roller coaster, and more than 100 other rides, shows and activities on its 331 acres (134 hectares) of beautifully landscaped and cleanly kept grounds.

Shopping is unsurpassed. Atlanta, long a retail Mecca for the southeast, now boasts off-shoots of Manhattan's finest like Saks Fifth Avenue, Lord & Taylor, Tiffany, Rizzoli and Brentano's plus Neiman-Marcus, Rich's and Davison's specialty and department stores. You're able to browse through downtown's big complexes that house up to 40 shops and designer boutiques in exciting architectural settings, or roam farther afield to modern--and mammoth--suburban malls that provide one-stop shopping no matter what you're looking for.



You can dine in establishments that range from "down home" to "haute" and choose from menus as exotic as Russian or as Southern as fried chicken.

For after-hours, there are nightspots that run the gamut from dark, quiet lounges to laser-light, pulsating discos.

Hotel accommodations vary from elegant high-rises in the heart of the city to family oriented properties in the suburbs.

Atlanta is a multi-faceted city whose special charm is the subtle combination of proud, historic Southland and modern metropolis of tomorrow. Hers is a thrilling pace that races ahead to meet the future, but that still allows time to smell the roses--or magnolias, as the case may be--along the way.

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## ATLANTA'S AIRPORT REMAINS SECOND BUSIEST IN WORLD

ATLANTA--Atlanta International Airport remains the second busiest airport in the world, and more people than ever are using the nation's airports. These findings come from preliminary results of the 1979 Worldwide Airport Traffic Survey conducted by the Airport Operators Council International, headquartered in Washington, D.C.

During 1979, some 41,665,488 passengers were handled at Atlanta's airport, which also recorded a total of 599,138 aircraft operations (takeoffs and landings).

For the same period, more than 612,000,000 people used U.S. airports, up 8.17% over 1978.

The Worldwide Airport Traffic Survey rates the top ten world airports by total number of passengers. Nine of the ten are located in the U.S.

<u>Airport</u>	<u>Total Passengers</u>	<u>% Change</u>	<u>Total Aircraft Operations</u>
Chicago (O'Hare)	47,842,510	-2.7	735,245
ATLANTA	41,665,488	14.0	599,138
Los Angeles	34,923,205	6.1	539,319
London-Heathrow	27,979,196	5.6	298,549
New York-Kennedy	26,976,675	8.5	314,133
San Francisco	24,159,924	4.9	363,463
Dallas/Ft. Worth	22,579,117	13.9	445,163
Denver	20,542,682	8.5	486,300
Miami	19,627,851	18.9	382,228
N.Y.-La Guardia	18,391,035	7.6	335,765

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## NEW LOGO REFLECTS AIRPORT'S MODERN IMAGE

ATLANTA--The logo for Atlanta International Airport, developed to reflect the airport's new image that results from the building of the world's largest and most streamlined passenger terminal complex, conveys a feeling of motion, of flight, and of forward progress.

The visual identity and accompanying new type face appear at the top left of this letterhead.

The logo has the same style and modern look as the terminal facility, plus it demonstrates the basics of any successful logo--it is flexible in its use, it is memorable, and it is a symbol that won't become outdated.

The design is a striking, stylized "A". Beginning with a basic, modern letter, the "A" was italicized to give it the look of speed, the crossbar was removed, the lower serifs expanded, and it then was mirror-imaged. The result is a jet-age feeling of motion and flight.

Basic colors are warm red against gray: gray from the new terminal's exterior color, red from the color accent panels on the concourses. (For color matching purposes, the gray is PMS No. 406; the red is PMS "Warm Red".)

Completing its function, the logo will meet a variety of applications, and will be used on signs, stationery, vehicles including the cars on the new terminal's underground transit system, uniforms, and other items.

The logo was created by the Atlanta firm of Garrett/Lewis/Johnson.

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ATLANTA GAINS AS INTERNATIONAL GATEWAY;  
INTERNATIONAL TERMINAL IS PROMINENT FEATURE OF NEW PASSENGER COMPLEX

ATLANTA--To keep pace with Atlanta's growing stature as an international gateway, the airport's new passenger terminal complex (largest in the world) includes a three-story International Terminal and six-gate concourse capable of handling wide body aircraft. Attached to the eastern end of the North Terminal, it offers easy access to and from parking areas and international ticketing counters.

The Federal Inspection Services area (U.S. Immigration, Customs, Public Health, and Agriculture), which is housed on the lower level, is the largest one-step FIS facility in the country--800 arriving passengers can pass through formalities per hour. Also on this level is an International Calling Assistance Center, the first computerized telephone system of its kind, designed to display important dialing and other information in six languages.

The middle level of the terminal contains departure lounges and concourses, duty-free shops, cocktail lounges and other concessions, and currency exchange. The top level is reserved for special airline facilities.

Multi-lingual International Services personnel are on hand to assist inbound and connecting passengers with translation and other needs.

To handle future growth, a second International Terminal, capable of accommodating more than 800 arriving passengers each hour, will be built adjacent to the South Terminal.



Atlanta International Airport, already the second busiest in the world, has experienced a dramatic increase in international traffic--1978 numbers were up 240% over 1977, and 1979 passengers were up 34% over 1978.

Atlanta's non-stop destinations, carriers and inauguration dates are:

Mexico City (Eastern--July 1, 1971)  
Montego Bay, Jamaica (Eastern--July 1, 1972)  
London (Delta--April 30, 1978 and British Caledonian--June 1, 1980)  
Brussels (Sabena--June 1, 1978)  
Frankfurt (Delta--June 17, 1979 and Lufthansa--May 1, 1980)  
Nassau, The Bahamas, (Bahamasair--Dec. 13, 1979 and Delta--April 27, 1980)  
Bermuda (Delta--July 19, 1980)

KLM Royal Dutch Airlines is scheduled to begin non-stop service to Amsterdam by Spring 1981.

In addition to non-stop flights, Atlanta also has direct service (same plane, one or more stops) to Guatemala City (Guatemala), Montreal and Toronto (Canada), and Santo Domingo (Dominican Republic).

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### AIRPORT '80--ATLANTA'S WILL BE LARGEST TERMINAL COMPLEX IN THE WORLD

ATLANTA--From the city of tomorrow, introducing the airport of tomorrow--today! When Atlanta International Airport moves into new quarters (scheduled for September 21, 1980) it will take title of world's largest passenger terminal complex, and add another exciting dimension to the city's historic role as a transportation capital, serving the fastest growing region in the country.

Atlanta already is the world's busiest transfer hub, and has the world's second busiest airport (behind Chicago's O'Hare). And, in August 1979, Atlanta International became the first airport in the world at which one carrier boarded a million passengers in a single month.

Already a popular convention and tourist destination, Atlanta is gaining prominence as an international gateway. Increasingly, the city's special combination of Southern charm and cosmopolitan sophistication, plus a healthy economic climate, are attracting growing numbers of visitors from across the nation and around the world.

Most of them arrive by air.

Last year, nearly 42 million passengers passed through Atlanta's terminal facilities--ten times the number they were designed (in 1961) to handle. Meeting the challenge of this remarkable increase in air traffic, the new facility expands Atlanta's air service capability to at least 55 million passengers annually, and the number of gates from 72 to 138. This expansion has been accomplished without moving away from one of the most convenient airport locations in the world--just nine miles (14½ kilometers) from the heart of downtown.

The complex, one mile (1½ kilometers) south of the existing structure, is anchored by two parallel and connected main terminal buildings (North Terminal and South Terminal) set at right angles to the four parallel domestic concourses. This layout provides an unusually large area for close-in automobile parking; of a total 12,000 spaces (twice the number at the present terminal) 4,700 are in parking decks adjacent to the two terminals.

Building the complex in the middle of the present airfield, between the existing system of parallel runways (giving rise to its local designation as "midfield terminal") greatly reduces taxiing time and congestion between gates and runways. One thousand feet (305 meters) of apron separates each of the four concourses so that two wide body jets (such as the L-1011 or DC-10) can taxi between them at the same time, even while another two wide body planes are parked at their gates.



An International Terminal, adjacent to the North Terminal, contains another six passenger gates and boasts an innovation in Immigration and Customs procedures--the largest one-stop Federal Inspection Service in the country. Up to 800 arriving passengers per hour can pass through formalities without delay. Food and beverage areas, lounges, duty-free shopping, currency exchange and other amenities are found here.

Of the 15 carriers that serve Atlanta, six provide international flights to Europe, Great Britain, Mexico and the Caribbean.

The two main terminal buildings--12.6 acres (five hectares) or an area roughly  $11\frac{1}{2}$  times that of a football field--house on a single level all normal activity: ticketing, baggage claim, concessions and support facilities. Built side by side, they allow more curb length--each will have eight lanes with four passenger drop-off curbs and expanded baggage curb check. People entering either of the buildings from lower level parking lots can by-pass traffic flow via pedestrian passageways.

From terminals to the farthest concourse (just over a mile, or almost two kilometers distant) will take no longer than five minutes via a subterranean transit system of electrically powered, automatically guided cars on rubber wheels; these will run at 103-second intervals, at no cost to the rider. This system will be the fifth busiest transit system in the country, transporting a project 250,000 passengers and visitors daily.

In addition to the train, passengers can walk to and from their concourse along the attractively tiled and carpeted tunnel, or take the moving sidewalks.

Because more than 70% of the airport's traffic is connecting passengers who will not need to use the main terminal area, all concourses offer amenities such as telephones, rest rooms, shops, snack bars, cocktail lounges and other concessions.

Total land area of the terminal complex is 378 acres (153 hectares).

Atlanta's rapid rail system, MARTA, will link the airport with the city by the mid-1980s although the station shell has been constructed already to minimize future disruption. Once the line is operational, the central business/convention district is only 17 minutes away. Access from the terminal's baggage claim area will be completely enclosed.

The entire airport complex is totally free of architectural barriers to the handicapped. Both escalators and elevators are provided at all changes of grade; and elevator buttons feature raised lettering. The colors used are those discernible by the colorblind, and a combination of visual information and audio announcements is used to direct passenger flow. Many of the public telephones, mounted at heights conveniently reached by all, are equipped with amplifying devices and for those with total hearing loss, TTY machines (special teletypewriters) are



available at six heavily trafficked areas. These and other features assure that the complex is accessible to all.

The Atlanta airport terminal project exemplifies the minority participation joint venture concept, whose purpose is to give minority groups access to capital and on-the-job experience. Here, there is minority participation of 28% covering all aspects: design, engineering, construction management, construction labor, subcontracting, supplying, vending and on-going operations and concessions.

Atlanta International Airport also is unique in that it is the only major airport in the world that uses the principal concessionaire concept, in which the airport operator (in this case, the City of Atlanta) enters into agreement with one firm that has total responsibility for the contractual arrangements for restaurants, lounges, gift shops and all other terminal amenities.

Concurrently with the passenger terminal, construction is underway on what will be the largest cargo terminal complex in the world, also scheduled for September 1980 inauguration. An existing facility of 350,000 square feet (32,407 square meters) will be augmented by additional carrier-owned facilities, including one that will be the largest single-building cargo terminal in the world (457,000 square feet or 42,315 square meters).

Total cost of the passenger terminal complex construction approaches \$500 million, with another \$250 million going for roadway relocation, taxiways and cargo and support facilities.

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**Atlanta International Airport**

HASSLE-FREE CONNECTIONS

### NEW COMPLEX BUILT TO SERVE CONNECTING PASSENGERS

ATLANTA--Connecting at Atlanta International Airport could only get better, right? Now, that longed for time has come.

Gone are the lengthy walks, the crowded concourses, the tedious taxiing times. The airport's brand new passenger terminal complex not only is the largest in the world, but the only one in the world designed and built with the needs and comforts of connecting passengers in mind.

The 28 million or so people who are just passing through (roughly 70% of the airport's annual 41 million passengers) will find it a pleasure to fly into, and out of, Atlanta International.

For years, these travelers begrudged having to connect in Atlanta. Much of their vexation stemmed from cramped terminal facilities and limited runway access--conditions that resulted from phenomenal, and unanticipated, growth in air travel, especially in the southeastern Sun Belt region. Just 20 years ago, this airport was the 35th busiest in the continental United States. Today, it ranks as the second busiest in the world.

While no one disputes that the new complex is long overdue, many have cited as a minor miracle the feat of moving more than 41,000,000 travelers a year through a terminal designed, in 1961, to handle only 18,000,000.

The new facilities are more than adequate to keep up with--ahead of, even--that growth. They are designed to handle comfortably at least 55 million passengers a year. With built-in expansion capabilities, that number can increase to 75 million passengers annually.

Here are some of the conveniences:

- \* The complex is designed so that connecting passengers never have to enter the main terminals. Each of the four domestic concourses contains all amenities travelers look for between flights: arrival and departure information; restrooms; telephones (there's even a special TTY machine for the deaf); food and beverage areas; cocktail lounges (including two Inosphere Clubs on Concourses B and C); news and retail shops. This configuration also eliminates having to pass through the security checkpoint.
- \* In most instances, connecting passengers won't even have to leave the concourse at which they arrived. However, should they be catching a flight that departs from another concourse, they use the underground automated transit system. A train



pulls into their station every 103 seconds and whisks them to the next concourse in another 40 seconds. If they happen to be three concourses away from their outbound flight, they'll arrive just two minutes 20 seconds later. Stations and directional signs are color coded for passenger ease and simplification. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

\* At the old terminal, the longest possible distance a transferring passenger could walk was 4,200 feet (1,280 meters). Now, although he could possibly walk 2,000 feet (610 meters, the distance from one end of the longest concourse to the other) he probably never will. The airlines, using sophisticated computer techniques, have streamlined connecting schedules, placing most-connected flights at gates that are close to each other.

\* The connecting passenger will really notice the difference in reduced taxiing time. The old terminal was situated north of all three runways. Often, aircraft had to taxi as far as one mile (1½ kilometers) to reach their appointed runway (or vice versa),

The new complex lies between the existing system of parallel runways, meaning that planes taxi much shorter distances. This is a dramatic change from the former long rides between gate and touchdown or take-off. Adding to aircraft maneuverability is the full 1,000 feet (305 meters) of apron between each concourse, permitting the biggest aircraft to taxi quickly from any gate to any runway. As a matter of fact, two wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

\* This strategic positioning in the middle of the field also has increased airfield use efficiency. Atlanta International can now accommodate 120 plane movements (landings and take-offs) per hour, up from 105.

Atlanta International appreciates its connecting passengers, and has done everything possible in its new terminal complex to facilitate their air travels. The newest, the biggest, the fastest...is also the most attentive to the needs of those people who use it.

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**Atlanta International Airport**

TRANSIT SYSTEM

AIRPORT'S TRANSIT SYSTEM TAKES YOU THERE--FAST!

ATLANTA--A key to the fast, smooth and efficient functioning of Atlanta International Airport's new passenger complex is the totally automated underground transit system that links North and South Terminals with the four domestic concourses.

Designed by Westinghouse Electric Corporation, it will transport a projected 250,000 passengers and visitors per day, making it the fifth busiest transit system in the country.

Passing through the central security checkpoint, travelers descend a 40-foot (12-meter) escalator into the transportation mall, where route and destination information is provided by three means: taped message, color coding of stations and visual message panels. Every 103 seconds a one- or two-car train pulls in (there are platforms for up to three-car trains), to move riders to the first concourse in 40 seconds. Cars remain approximately 20 seconds in each station; from there it's another 40 seconds to the next concourse. Distance between the terminal and the farthest concourse, Concourse D, is 1.1 miles (1.7 kilometers). Elapsed train time is 4.7 minutes! There is no cost to the rider.

Atlanta International begins operation with 17 rubber-tired, electrically powered vehicles that comfortably hold 86 passengers, 70 standing and 16 seated. (So few seats are due to the short time between stops.) Doors are seven feet (two meters) wide to accommodate wheelchairs.

The cars travel along electrified "guideways" in two parallel tunnels separated by a pedestrian mall (passengers can walk via this mall to their concourse, or use moving sidewalks.) One tunnel is used for outbound traffic, the other for inbound. Bypasses enable the system to operate as a shuttle, on the same track, during preventive maintenance checks at off-peak hours, thus maintaining normal traffic flow.

Vehicles move at a maximum 25 mph (40 kph) under the guidance of a computer system that continually monitors all components for problems, actual or potential. In the event of a malfunction, the computer alerts human operators, diagnoses the problem and recommends a solution. The operator then can add other cars and reroute, or bypass the malfunctioning train to maintain the smooth flow of service. Even the computer has a backup computer. In addition, there are three braking systems, and each car has its own heating and air conditioning system.

The Atlanta installation is a fifth generation--and therefore the most sophisticated--Westinghouse airport transit system. Similar ones are in operation at Seattle-



Tacoma and Tampa, and are in the process of being installed at Miami, Orlando and London's Gatwick International Airport.

Other items of interest are:

- \* Vehicles serve ten stations, two in the terminal area (Baggage Claim and Ticketing/International Terminal) and two in each of the four domestic concourses where an outbound station and an inbound station are separate but connected to prevent confusion as to which train to board.

- \* Each two-car train is expected to travel more than 80,000 miles (128,720 kilometers) annually. This is more than a New York subway vehicle travels in a year.

- \* Each car is 39 feet long (12 meters), 9 feet, 4 inches wide (3 meters) and 11 feet high (3.5 meters). It weighs 30,000 pounds empty (13.6 metric tons).

- \* Top speed is 25 mph (40 kph). Each car is powered by two 100 horsepower d.c. motors (101.4 metric horsepower).

- \* Vehicles contain three braking systems: dynamic brakes, friction brakes and emergency spring brakes.

- \* The exterior of the car is principally aluminum with fiberglass ends. The underframe is steel. The interior is largely fiberglass and formed plastic. Floors are carpeted.

- \* A Control Center, located midpoint at Concourse B, houses the system's computer, control console and operations personnel.

- \* From a Maintenance Center beyond Concourse D, daily, weekly and yearly preventive maintenance is carried out on the vehicles and other major components of the system.

- \* 42,000,000 airline passengers, or a total of more than 90,000,000 people, will use the system in its first year. The average passenger will spend two to three minutes on the train, riding in climate-controlled comfort, speeding over a distance it would take him ten times as long to walk.

- \* Each station contains three "platforms", one per vehicle. Expansion capability includes adding a fourth car; station walls are constructed so they easily can be knocked out to accommodate this extra platform.

- \* JKH Mobility Services of Houston, Texas, served as technical consultant from conceptual development in 1976 to implementation.

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**Atlanta International Airport**

FUTURE EXPANSION

EVEN NOW, AIRPORT HAS ITS EYE ON THE FUTURE

ATLANTA--Atlanta International Airport already is thinking ahead, to the time when its new passenger terminal facilities--barely inaugurated--may be facing the same "crunch" conditions that plagued the old terminal.

Expansion capabilities have been built into the present design, allowing the complex to grow as does the demand for air travel. The new terminal complex can comfortably handle 55 million passengers a year; fully expanded, it will accommodate at least 75 million people annually.

\* A fifth domestic concourse, Concourse E, will be built when the need arises.

\* A second International Terminal, adjacent to the South Terminal, will be able to handle more than 800 arriving passengers per hour.

\* A fourth runway, 9,000 feet (2,743 meters) long, will be built in 1983. At the same time, the field's 8,000-foot (2,438-meter) runway will be extended to 12,000 feet (3,658 meters). These improvements will increase the design capacity for per-hour flight operations (take-offs and landings) from 120 to 150.

\* A fourth car will be added to the automated underground train system; station walls have been constructed to provide easy removal for a fourth "platform."

\* Additional levels will be added to the close-in parking decks adjacent to the North and South Terminals, for even more parking spaces than the present 12,000.

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## AIRPORT CHANNELS ECONOMIC BOUNTY THROUGHOUT SOUTHEAST

ATLANTA--The airport's value to the Southeast United States extends beyond just supplying quick and easy connections for business and vacation travelers. It also has been a behind-the-scenes factor in many national and international corporate decisions to locate offices, manufacturing plants and other facilities in southeastern states--Alabama, Mississippi, Florida, North Carolina, South Carolina, and Tennessee--enriching their economies. Company officials know that the many daily non-stop flights into and out of Atlanta International place their new operations within a day's travel time of headquarters.

Representatives of foreign firms, using London, Brussels, Frankfurt or Mexico City as gateways, routinely fly into Atlanta, from here fanning out to call on clients in Greensboro, Birmingham, Memphis, Charlotte, Jackson and Orlando, among many other cities and towns in the region.

Atlanta International connections bring in thousands of European vacationers as well, who head from here to such attractions as Walt Disney World, the Smokies, Grand Ole Opry, the French Quarter and Florida beaches. Their francs, marks, and pounds are finding their way into all sectors of the Southeast's economy.

In a genuine sense, Atlanta International Airport is regional in scope, and belongs not only to Atlanta and Georgia, but to the entire Southeast. Atlanta benefits from its airport, no doubt about it. But probably no more so than our southeastern neighbors, who can also justifiably claim Atlanta International as their own.

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### AIRPORT ACHIEVES MAYOR'S AFFIRMATIVE ACTION GOAL

ATLANTA--Many said it couldn't be done, that it was impossible to fashion a workable marriage between affirmative action goals and big bucks construction projects. With the completion of its \$500-million airport passenger terminal complex--the largest of its kind in the world--Atlanta has done it.

This massive project exemplifies the joint venture minority participation concept whose purpose is to give minority groups access to capital and on-the-job experience. In Atlanta, there has been achieved an unprecedented level of minority participation, with minority firms--traditionally excluded from such lucrative undertakings--sharing the responsibility and the financial rewards with established white firms at every step of the process, from design work to airport concessions.

Despite the laborious process of awarding and working out joint venture contracts and the dozens of minor setbacks that hit the project, the facility has been completed on time and within budget. "With this project we have blazed new trails. We have provided more opportunity for minorities than has ever been provided anywhere," says Atlanta's Mayor Maynard Jackson, who very early made a clear and unequivocal stand on achieving meaningful minority participation. Many see Mayor Jackson's staunch commitment to the joint venture concept as the key to success of the project.

"The one thing that sets this airport project apart is joint ventures," he continues. "We have made strides that never will be reversed."

According to the City's Contract Compliance Officer, 71 of some 200 firms involved with the airport project are minority companies; they have handled contracts totalling \$87 million. And that's not counting the joint venture concession contract, or other construction work, such as cargo facilities and roadway relocation. That's strictly the new terminal. More than 800 minority employees have worked on the project out of a peak work force of about 1,800.

Even though Atlanta has achieved an historic level of minority participation and racial cooperation during the construction program, the process has not been easy and the city admits there have been some painful problems along the way.

"There were no minority participation blueprints for us to follow when we started," says Commissioner of Aviation George Berry. "Nobody had done this before. We had to make our own way, set our own goals. The mayor sought a 25% minority participation; he left it to us (Department of Aviation) to work out the details.

"We, in turn, let each contractor submit a plan as to how he would meet that 25% goal. When we started, there were hardly any established, longstanding minority contractors who could absorb that amount of work in such a short period of time," Berry continues. "We set it up so that the prime contractor secured the performance"



bonds. We arranged for subcontractors to be paid every two weeks to help them with cash flow problems, and we often broke larger contracts into smaller pieces that minority firms could better handle.

"Some entrepreneurs tried to take advantage of this opportunity, and failed," he says. "Some, unfortunately, were content to sit and let their majority partners carry the load, but many new minority firms were created, grew, and are better off now because of the airport project.

"After all," Berry concludes, "when you get down to it, what we have offered here is opportunity. We have given minority firms access to the market place. As the mayor points out, it isn't that what we're doing is so overwhelming, it's that nobody else has done anything. We can't guarantee success. But Atlanta has shown that it can be done. This is only the beginning."

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### "GO WITH THE FLOW" AT ATLANTA'S NEW TERMINAL

ATLANTA--Smooth, uninterrupted flow--of people, of aircraft, of automobiles--is the number-one achievement of the remarkable new passenger terminal complex at Atlanta International Airport. Designers realized that convenience and rapid movement are major factors in airport usage, and went all out to make the world's largest air facility also the easiest and fastest in the world for a passenger or visitor to negotiate.

For originating passengers, airport flow begins with easy access from the surrounding region via a network of interstate highways. Signs here, and throughout, are simple, uniform and easy to comprehend. Within airport grounds a system of one-way roads leads to parking areas or to either North or South Terminal; again, signs identify those airlines housed in each terminal. But, should a traveler still wind up in the wrong one, he need only walk across one of the two connecting bridges to be where he belongs.

Dividing the terminal into two connected buildings also has doubled roadway space for traffic into, through and out of the pickup and dropoff areas, and has created a six-fold increase in prime curb area. Added provisions for checking baggage at the curb makes the departure process even quicker and more convenient.

Passengers who park in lower level lots move through pedestrian passageways, beneath the driving lanes, and ascend to the ticketing level by stairs, elevator or escalator. Here, on a single level, are all ticket counters and baggage claim areas. Two unobstructed express corridors behind counters take ticketed passengers out of potentially congested areas and allow them to proceed directly to the easternmost connecting bridge where there are restaurants, retail shops, lounges and the one central security checkpoint. Depending on the volume of traffic, from one to 12 magnetometers (electronic baggage and passenger screening equipment) are in use at any given time, to keep passengers moving quickly toward their gates.

From here, it's a straight shot via escalator or elevator into the transit mall below, where Westinghouse's automated train makes the "flow" philosophy work. It's the heart of the system. By boarding one of the computer-operated vehicles that arrives every 103 seconds, travelers can be at even the farthest concourse, 1.1 miles away (1.7 kilometers) in less than five minutes.

Terminating passengers board the train at their concourse station (each of which is color coded for fast and easy recognition) and stay on, past the Ticketing Station, to the Baggage Claim Station. They proceed up an escalator or elevator onto the westernmost connecting bridge, where there are car rental counters, a Georgia Information Center, and direct access to both North and South Terminal's baggage carousels. All public and private transportation is located just outside the doors.



By the mid-1980s, MARTA's North-South rapid rail line will extend to the airport, putting the heart of downtown Atlanta within 17 minutes. The station already has been constructed to minimize future disruption, and access from the baggage claim area will be completely enclosed.

International passengers arriving at the airport in Atlanta proceed through the largest one-stop Customs and Immigration facility in the country. Because it is located in the International Terminal adjoining the North Terminal at the easternmost end, and is therefore opposite the transportation area, passengers can recheck their luggage, proceed unencumbered, and reclaim suitcases from the baggage carousels described above.

Connecting passengers, whether domestic or international, need never enter the terminal. Those in transit to another country do not pass through entry formalities, but can remain in a "sterile" area that houses food and beverage service, duty-free and other shops, and waiting lounges. If the international arrival is connecting with a domestic flight, he can, once through Immigration and Customs, recheck his luggage, which is sent directly to his departing flight.

Domestic transfers find all amenities they need on each concourse: flight information; restrooms; telephones (there's even a special TTY machine for the deaf); cocktail lounges (including Ionosphere Clubs on Concourses B and C); food and beverage areas, news and retail shops. This configuration also eliminates the need to pass through the security checkpoint. Should these connecting passengers need to move from one concourse to another, they use the speedy underground transit system. For added convenience, there is a pedestrian underpass between the northern portions of Concourses B and C.

Building the new complex in the middle of the existing system of three parallel runways greatly reduces taxiing time, a dramatic change from the former long rides between gate and touchdown or takeoff. Adding to aircraft maneuverability are: (1) the "spine" that connects the domestic concourses with each other and with the terminals--the automated train system--is underground, below all aircraft activity, and (2) 1,000 feet (305 meters) of apron separates each concourse, enough room for the biggest aircraft to taxi from any gate to any runway. In fact, two L-1011 wide body jets can taxi past each other simultaneously, even while another two are parked at their gates.

In addition to these design features, the elements of form, color and space work together to guide passengers rapidly and easily to their points of departure; signs are uniform and use standardized, internationally recognized symbols.

Next time through Atlanta International travelers may not consciously be aware of the effort that has gone into making their trip fast and convenient, but they surely will notice the results.

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# Atlanta International Airport

## "HUB AND SPOKES" SYSTEM

### ATLANTA'S IS A SOUTHEAST REGIONAL AIRPORT

ATLANTA--Travelers throughout the Southeast U.S. can fly anywhere they want to go, thanks to Atlanta International Airport. They can get there faster, more often, at lower rates and on schedules tailored to suit them, all because Atlanta International sits at the center of an effective and highly efficient "hub and spokes" system.

During 1979, more than 41 million people used Atlanta's airport facilities. Of that number, more than 70% (or roughly 28 million) were connecting passengers, making Atlanta the busiest connecting point in the world. For this passing parade of people, Atlanta International is an invaluable way-station. They reach it via one of 15 airlines that operate non-stop flights to 135 U.S. cities, and six international cities. They make their transfers and head out to the four corners of the country, and beyond.

Because of Atlanta's unique position as a hub airport, the citizens of Birmingham, Charlotte, Raleigh, Savannah, Columbia, Winston-Salem, and Macon, among many others, can claim a much higher quality of air service than would be possible if schedules were established only for the people actually traveling to and from those cities.

Instead of once-a-day, every-other-day, or a few-times-a-week service that their own city's traffic would warrant, passengers flying into Atlanta via the "spokes" have a choice of two dozen or more flights every day to New York, Washington, Los Angeles. With a connection at Atlanta International they can get to San Francisco, Denver, Seattle or Portland, to Kansas City, Cleveland, Phoenix or Dallas, to Philadelphia and Detroit, and many more, plus Mexico, Brussels, London, Frankfurt, Bermuda and the Caribbean.

According to one airline executive, "Smaller cities have more service because of the hub service in Atlanta. We couldn't justify a flight between, say, Augusta, Georgia, and Chicago. But we can justify several flights a day between Atlanta and Chicago."

Also, thanks to the many southeastern travelers who come through Atlanta, Atlantans themselves have a much wider range of service.

"Our local, metro Atlanta market (1.9 million people) could support about ten flights a day to New York, but we have more than 40 due to the feeder system," says Commissioner of Aviation George Berry, who also points out an interesting comparison:

"Look at the number of scheduled departures in other cities with about the same population as Atlanta. Cleveland has 269 flights a day. Pittsburgh has 500. Denver has 550. Atlanta has 850. In other words, Atlanta International users have twice as many schedules to choose from--and more destinations."



In fact, with the exception of Chicago, there is better access from Atlanta to any city in the United States. Travelers can get to more airports without a change of plane from Atlanta than from any other domestic destination.

Atlanta's importance is underscored further by the fact that while the city ranks 19th in the nation in terms of population, it boasts the second busiest airport in the world.

Atlanta, and not, perhaps, another southeastern city, developed as a transportation crossroads due to geographic location coupled with farsighted city fathers' determined ambitions to make the most of this natural advantage. In the beginning, around 1837, railroads were the name of the game; the terminus of the Western & Atlantic Railroad became the hub of a number of rail lines.

Air routes gradually replaced those ground routes until, by the Sixties, Atlanta had grown into its present, pivotal position. Delta Air Lines and Eastern Airlines, the city's major carriers (between them handling more than 80% of Atlanta International's traffic), began using smaller aircraft to collect passengers--sometimes just two or three at a stop--from all over the Southeast. These passengers from the rim of the wheel were brought via the spokes into Atlanta, the hub, where they were assembled and put together on larger aircraft for flights to major points outside the region.

It is that system that still functions today, although on an infinitely larger and more sophisticated scale. The system has made it possible for many smaller communities to retain their air service. It has facilitated the flow of passenger and cargo traffic from across the region to the most important business, financial and vacation centers of the nation, and the world. And back again.

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ATLANTA: ITS PEOPLE, PRODUCTS AND PROGRESS

ATLANTA--Atlanta's rise to prominence as a transportation, financial, convention, communications and growing international center is directly linked to the absence of natural boundaries, allowing for expansion in virtually every direction. As the 19th largest metropolitan area in the country with a population of 1.9 million people, Atlanta is the hub of the Southeast, serving more than 32 million people.

Today, 439 of the Fortune 500 top industrial firms in the U.S. have operations in Atlanta; four of them, Coca-Cola, Gold Kist, National Service Industries, and Simmons U.S.A., are headquartered here. Eight firms from the Fortune list of the second 500 are also headquartered here. Indicative of Atlanta's growing international role are the 35 consulates and 11 trade offices maintained by foreign governments.

Economist Philip Hammer of Washington, D.C., has said, "To make a headquarters city, it takes a very special combination of advantages. That's why there are only a few such cities in the nation. Atlanta is one of them, perhaps the fastest growing and most promising of the lot."

Atlanta's place as a transportation crossroads cannot be overestimated. Atlanta's airport, the world's second busiest, handles over 1,600 operations daily. Six legs of three interstate highways cross at a single point within a mile (1½ kilometers) of the city's heart, which is a boon to motor carriers. Freight of all kinds flows through Atlanta on two of the nation's best railroads and the region's best rail connections.

Atlanta's popularity as a convention city has grown dramatically during the past decade. As a result, it now ranks third nationally in the number of meetings held. Some one million delegates are expected to attend 900 meetings in 1980, and delegate spending this year will total nearly \$360 million. Within a four-block downtown area are some of the finest hotels in the country with a concentration of 4,200 rooms close to the city's restaurants, sports facilities and entertainment. Atlanta has four major convention/exhibition centers that can accommodate large conventions and trade shows: The Georgia World Congress Center, the Atlanta Civic Center, the Atlanta Market Center, and The Omni.

Within the 15-county metropolitan area, the four sectors employing the most workers are retail and wholesale trade, services, government and manufacturing. Together they account for almost 80% of all non-agricultural employment.

Atlanta is headquarters of the 6th Federal Reserve Bank District and the 5th District Federal Home Loan Bank. With 75 banks and over 400 branches, Atlanta has total resources of almost \$9 billion. Metropolitan Atlanta ranks 9th in the nation in bank



clearing. Atlanta has offices of 46 of the nation's 50 largest life insurance companies, 35 of the 50 largest diversified financial companies and 17 of the 50 largest commercial banking companies. Twenty-one savings and loan associations with 183 branches have home offices in the metro area.

With the growth of the Southeast, and increasing trade and international investment in the region, Atlanta has become a major center of international banking. Fourteen foreign banks from four continents have operations here, and several others are considering opening offices in the city. The five largest local banks also maintain international divisions, and some operate overseas offices to serve both foreign and domestic customers.

Some 10 million square feet (930,000 square meters) of office space has either recently opened or is under construction in the Central Business District (CBD). Newly completed projects include the international headquarters of The Coca-Cola Company, and the Atlanta Apparel Mart. Opening in 1980 is the Atlanta Life Insurance Company headquarters, the largest minority-owned stock life insurance company in the country. Scheduled for occupancy in 1981 are the headquarters of Southern Bell Telephone & Telegraph Company and the Georgia Power Company. Georgia-Pacific Corporation will move its world headquarters to Atlanta in 1982, when its 52-story tower is completed.

Along with this new construction, portions of the downtown are undergoing revitalization. The public and private sectors are cooperating in the Fairlie-Poplar project, a program to transform a 21-square-block area, containing some of Atlanta's finest historic buildings, into a retail and commercial district oriented to the pedestrian.

The City also has underway plans to develop close-in housing. The Bedford-Pine Redevelopment Project, located on the northeast edge of the CBD near the new Georgia Power headquarters, will add between 2,000 and 3,000 residential units to the central area. Construction of condominiums and rental units, priced for people of all income levels, is scheduled to begin this year. The area is being developed by Park Central Communities, Inc.

Metropolitan Atlanta's two largest counties, Fulton and DeKalb, await completion of what is expected to be the best rapid transit program in America. The Metropolitan Atlanta Rapid Transit Authority has begun construction of over 60 miles (96 kilometers) of rapid rail and busways with 41 stations. The central station, largest of the system, is expected to handle over 300,000 people daily. In addition, MARTA has announced an expedited construction schedule for the remainder of its system, which will connect Atlanta International Airport south of the city with Doraville, Georgia to the north, by the mid-1980s. When the airport line is completed, the airport will be only a 17-minute ride from downtown. MARTA's rapid rail system is completely integrated into its extensive bus network, and passengers can transfer from rail to bus or vice versa without additional cost. MARTA's trains and buses provide over 90 million rides annually.

The southeast Sun Belt region is the country's fastest growing section, and Atlanta is its dynamic center.





ATLANTA: WHISTLIN' "DIXIE" TO THE BEAT OF THE 80s

Atlanta, a relatively young city, has managed successfully to maintain her charm, her culture, her reputation for Southern hospitality while keeping up with--and ahead of--the times. You may think that Scarlett O'Hara was a figment of Gone With the Wind author Margaret Mitchell's imagination, but Atlanta is living proof of that same dynamic, resourceful and indomitable spirit that, sometimes misleadingly, is gently garbed in the grace and elegance of the legendary Southland.

When, in the 1960s, the somnolent city burst--seemingly in a single bound--into the age of chrome, concrete and glass, she never neglected the traditions, the niceties, that had been bred into her character. High-rise hospitality. Capability cum charm. By whatever name, it's a desirable duo nowhere so much in evidence as in the Atlanta of the 80s.

It is this Now South, rather than the Old South, or even the New South (a phrase first used at the turn of the century) that greets today's visitors.

Atlanta always has been lucky to be in the right place at the right time. Currently, she presides over the entire southeastern United States as the region's transportation, cultural, commercial, industrial, shopping and sports center. Almost two million live in the Metro area but Atlanta keeps on growing and with her the reasons for coming. Here, you'll be rubbing shoulders with people enjoying themselves in a city of unending pleasures and possibilities, from hoedown to highbrow, from country chic to haute couture, from crepes to cocktails, from neon to candlelight.

It began back in the 1830s. The terrain on which Atlanta sprawls formed a natural setting for the terminus of the Western & Atlantic Railroad ("Atlanta" probably is the feminine form of "Atlantic") which in 1837 was one of many lines making inroads into the wilderness, settling the country. The spot grew into a major crossroads, and the town of 10,000 became a thriving rail, manufacturing, warehousing and distribution point.

But while railroads caused Atlanta's birth, they also contributed to her destruction. As a major supply center for the Confederacy during the 1861-65 Civil War, her capture was vital to the success of the Union forces. Following a 117-day siege during the summer of 1864 by General William T. Sherman's troops, the city was abandoned and the retreating Southern armies burned ammunition dumps and supplies to prevent their falling into enemy hands.

After a two-month occupation, and just before continuing on his infamous March to the Sea, Sherman put the rest of the city to the torch in a coup de grace that proved



Atlanta's ultimate salvation--it paved the way for her to become the thriving metropolis that you see today. Only 400 of some 3,600 homes and buildings remained intact, but plucky Atlantans, along with settlers from the North and other parts of the country who cast their lots with Atlanta's future, immediately returned and began the task of rebuilding. In 1866 Atlanta was made Federal headquarters for Reconstruction, and in 1868 became the capital of the state. Hence, the city's pictorial emblem of the Phoenix, the mythical bird that perished by fire to be reborn from its own ashes, and the city's motto, Resurgens.

Always a nice place to live and visit, far-sighted city fathers saw to it that Atlanta developed more than acres of parks, superb, tree-shaded neighborhoods, easy-access recreational spots and a supremely people-oriented atmosphere. The city's second major resurgence since Reconstruction began in 1965 with the first new hotel in more than a decade, followed by one of the largest wholesale merchandise marts in the country, plus other structures that were the first steps in a revitalized downtown whose nucleus is Peachtree Center.

These six blocks lining Peachtree Street, with more to come, hold office towers, shops restaurant/entertainment establishments and hotels, including the 73-story, 723-foot (220-meter) cylindrical shaft that is the world's tallest hotel. Buildings are linked by glass-enclosed aerial walkways and shot through with sculpture, trees, flowers, benches and umbrellared patio tables, all designed to keep the human element from being gobbled up; to let it prevail.

It is in Peachtree Center that architect/developer John Portman's revolutionary hotel designs--soaring atrium lobby, revolving rooftop restaurant and cocktail lounge--made their debuts and set the tone for the rebirth of inner cities across the country. In Atlanta, they triggered a building boom that has yet to abate. Today, the downtown area is itself a sightseeing attraction with its innovative architecture, unexpected and colorful building murals and futuristic megastructure complexes.

The central business/convention district is compact--major hotels, meeting sites and shopping areas all are within an easy eight-block walking radius. No more than five blocks from Peachtree Center is the stunning Omni International complex. Within its six acres (2.4 hectares) under a single roof you'll find two 14-story office towers and a luxury hotel of the same name overlooking an Olympic-size ice rink surrounded by restaurants, nightspots and specialty shops. Adjacent is the city's third Omni, the 17,000-seat sports coliseum known simply as The Omni.

And, of course, Atlanta has the multi-million-dollar Georgia World Congress Center. This state-owned facility, built in 1976 opposite Omni International, houses one of the largest single-level exhibition halls in the nation (350,000 square feet/32,407 square meters). There is an additional 200,000 square feet (18,518 square meters) of meeting space in 30 meeting rooms. GWCC also is one of the country's few, if not the only one, that offers six-channel multi-lingual simultaneous interpretation system, in its 1,952-seat auditorium. A planned expansion design will double the facility's size.



This boom town ambience makes for an extraordinary mix of people, from free-spirited youths to millionaire matrons, from the Manhattan expatriate to the good ole boy from Macon. In the process it has attracted to Atlanta cadres of young, energetic and ambitious professionals in all facets of business--some 439 of Fortune Magazine's 500 largest U.S. corporations are headquartered or maintain offices here. Many of these go-getters hail from other parts of the state, region, country, even the world, injecting different outlooks and attitudes, and keeping the city fresh and on the move. In fact, at last count, less than 25% of the population was native born, and visitors are as apt to hear mid-western twangs, New England nasals and foreign accents as they will be called upon to decipher Southern drawls. Perhaps that's why Atlantans take special pains to welcome out-of-towners, because so many of us once were newcomers ourselves.

While Atlanta's overall tone is swinging and contemporary, she almost religiously preserves the traditional. Here, you're able to step back in time in Underground Atlanta, the restored four-block area of cobblestone streets, gaslit passages and 19th-century buildings that are the vestiges of the city's origins as a bustling rail terminal. Museums, and battlefields like nearby Kennesaw where old oaks still bear marks of musket balls, conjure up visions of Civil War days. Stately, antebellum homes evoke memories of that gracious period. Roswell, a small community just north of Atlanta, boasts a number of pre-Civil War homes including Bulloch Hall, childhood home of President Theodore Roosevelt's mother.

More nostalgia awaits at 3,200-acre (1,295-hectare) Stone Mountain Park, a recreational/educational park 16 miles (25½ kilometers) east of the city. It contains, among many other attractions, an authentically recreated antebellum plantation where once-lived-in homes and outbuildings capture during an afternoon the flavor of an entire yesteryear.

You'll have to go further afield, though, to outlying towns like Jonesboro, Covington, Madison, Senoia and Washington, Georgia, to find additional clusters of antebellum homes that escaped Sherman's heavy hand. What does survive in Atlanta are imposing Victorian mansions in early neighborhoods like Inman Park, now being restored, and turn-of-the-century cottages surrounded by brick and wrought iron fences in another restoration project, West End.

Throughout the city, in fact, visitors can drink in the quiet beauty of Atlanta's abundance of neighborhoods, parks, and what seems like a monopoly on shade trees. Spring is an especially beautiful and sensual time of year here--dogwoods and azaleas bloom in profusion, giving good reason for Atlanta's sobriquet, The Dogwood City. Add to these the sweet scents of wisteria, June-blooming magnolias and roses, and Atlanta is, indeed, a heady place to be.

Not all Georgians, though, lived in mansions. Typical of the dwellings of early, self-sufficient middle-class farmers is the Tullie Smith House, a six-room 1840s farmhouse, and outbuildings, restored and maintained on the grounds of the Atlanta Historical Society. Just a stone's throw away, also on AHS's 22 acres (8.9 hectares) of landscaped property and personifying a later, opulent era, is the 1920s Swan House, a mansion built in the Anglo-Palladian style that was a private residence until 1965.



History of another sort lives along downtown's Auburn Avenue, long ago dubbed "Sweet Auburn," the economic heart of a black Atlanta that has nurtured a thriving middle class since the early 1900s. Along this street are sites closely associated with one of Atlanta's most renowned citizens, civil rights leader and winner of the 1964 Nobel Peace Prize, Martin Luther King Jr. Open to the public are his birthplace, the Ebenezer Baptist Church and his tomb, guarded by an eternally burning flame and inscribed with his famous "Free at last, Free at last, Thank God Almighty I'm free at last."

Yet, while Atlanta never forgets her past, she seldom looks over her shoulder for long, preferring to live in the excitement of today and look forward to the increasingly dynamic role she is sure to play in future years.

An upbeat atmosphere is apparent the moment you arrive, especially if it happens to be at Atlanta International Airport. In post-Civil War days, when Atlanta had re-established herself as the southeast's pre-eminent transportation center, the somewhat rueful "in" joke was that whether bound for Heaven or Hell, you had to change trains in Atlanta. Today, all the action is at the airport, the second busiest in the world (after Chicago's O'Hare) and the largest transfer hub in the world.

For getting around, visitors can travel in their own cars, rent one, hire a limo, jump a cab, hop a bus or ride the newest rapid rail service in the country. In this city on the move, there's lots to see and do. Atlanta is the Great Outdoors while chock full of cosmopolitan delights.

Local symphony, opera, ballet and other dance forms, theater and art are complemented by touring companies, exhibits and regularly scheduled big-name performers and groups.

No fewer than four professional sports teams, in baseball (Braves), football (Falcons), soccer (Chiefs) and basketball (Hawks) call Atlanta home, while there are year-round annual events in golf, tennis, polo, horseracing (steeplechase), stock car racing and more. The athletically inclined have their choice of a number of participatory sports including golf, tennis, hiking, sailing, camping, horseback riding, water and snow skiing and river rafting.

Attractions run the gamut from historic homes and battlefields to the finest in family amusement parks. Six Flags Over Georgia has something for everyone from early morning til the bewitching hour, including the Mind Bender, the world's only triple loop roller coaster, and more than 100 other rides, shows and activities on its 331 acres (134 hectares) of beautifully landscaped and cleanly kept grounds.

Shopping is unsurpassed. Atlanta, long a retail Mecca for the southeast, now boasts off-shoots of Manhattan's finest like Saks Fifth Avenue, Lord & Taylor, Tiffany, Rizzoli and Brentano's plus Neiman-Marcus, Rich's and Davison's specialty and department stores. You're able to browse through downtown's big complexes that house up to 40 shops and designer boutiques in exciting architectural settings, or roam farther afield to modern--and mammoth--suburban malls that provide one-stop shopping no matter what you're looking for.



You can dine in establishments that range from "down home" to "haute" and choose from menus as exotic as Russian or as Southern as fried chicken.

For after-hours, there are nightspots that run the gamut from dark, quiet lounges to laser-light, pulsating discos.

Hotel accommodations vary from elegant high-rises in the heart of the city to family oriented properties in the suburbs.

Atlanta is a multi-faceted city whose special charm is the subtle combination of proud, historic Southland and modern metropolis of tomorrow. Hers is a thrilling pace that races ahead to meet the future, but that still allows time to smell the roses--or magnolias, as the case may be--along the way.

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### ATLANTA'S AIRPORT REMAINS SECOND BUSIEST IN WORLD

ATLANTA--Atlanta International Airport remains the second busiest airport in the world, and more people than ever are using the nation's airports.

These findings come from preliminary results of the 1979 Worldwide Airport Traffic Survey conducted by the Airport Operators Council International, headquartered in Washington, D.C.

During 1979, some 41,665,488 passengers were handled at Atlanta's airport, which also recorded a total of 599,138 aircraft operations (takeoffs and landings).

For the same period, more than 612,000,000 people used U.S. airports, up 8.17% over 1978.

The Worldwide Airport Traffic Survey rates the top ten world airports by total number of passengers. Nine of the ten are located in the U.S.

<u>Airport</u>	<u>Total Passengers</u>	<u>% Change</u>	<u>Total Aircraft Operations</u>
Chicago (O'Hare)	47,842,510	-2.7	735,245
ATLANTA	41,665,488	14.0	599,138
Los Angeles	34,923,205	6.1	539,319
London-Heathrow	27,979,196	5.6	298,549
New York-Kennedy	26,976,675	8.5	314,133
San Francisco	24,159,924	4.9	363,463
Dallas/Ft. Worth	22,579,117	13.9	445,163
Denver	20,542,682	8.5	486,300
Miami	19,627,851	18.9	382,228
N.Y.-La Guardia	18,391,035	7.6	335,765

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## NEW LOGO REFLECTS AIRPORT'S MODERN IMAGE

ATLANTA--The logo for Atlanta International Airport, developed to reflect the airport's new image that results from the building of the world's largest and most streamlined passenger terminal complex, conveys a feeling of motion, of flight, and of forward progress.

The visual identity and accompanying new type face appear at the top left of this letterhead.

The logo has the same style and modern look as the terminal facility, plus it demonstrates the basics of any successful logo--it is flexible in its use, it is memorable, and it is a symbol that won't become outdated.

The design is a striking, stylized "A". Beginning with a basic, modern letter, the "A" was italicized to give it the look of speed, the crossbar was removed, the lower serifs expanded, and it then was mirror-imaged. The result is a jet-age feeling of motion and flight.

Basic colors are warm red against gray: gray from the new terminal's exterior color, red from the color accent panels on the concourses. (For color matching purposes, the gray is PMS No. 406; the red is PMS "Warm Red".)

Completing its function, the logo will meet a variety of applications, and will be used on signs, stationery, vehicles including the cars on the new terminal's underground transit system, uniforms, and other items.

The logo was created by the Atlanta firm of Garrett/Lewis/Johnson.

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ATLANTA GAINS AS INTERNATIONAL GATEWAY;  
INTERNATIONAL TERMINAL IS PROMINENT FEATURE OF NEW PASSENGER COMPLEX

ATLANTA--To keep pace with Atlanta's growing stature as an international gateway, the airport's new passenger terminal complex (largest in the world) includes a three-story International Terminal and six-gate concourse capable of handling wide body aircraft. Attached to the eastern end of the North Terminal, it offers easy access to and from parking areas and international ticketing counters.

The Federal Inspection Services area (U.S. Immigration, Customs, Public Health, and Agriculture), which is housed on the lower level, is the largest one-step FIS facility in the country--800 arriving passengers can pass through formalities per hour. Also on this level is an International Calling Assistance Center, the first computerized teleehone system of its kind, designed to display important dialing and other information in six languages.

The middle level of the terminal contains departure lounges and concourses, duty-free shops, cocktail lounges and other concessions, and currency exchange. The top level is reserved for special airline facilities.

Multi-lingual International Services personnel are on hand to assist inbound and connecting passengers with translation and other needs.

To handle future growth, a second International Terminal, capable of accommodating more than 800 arriving passengers each hour, will be built adjacent to the South Terminal.



Atlanta International Airport, already the second busiest in the world, has experienced a dramatic increase in international traffic--1978 numbers were up 240% over 1977, and 1979 passengers were up 34% over 1978.

Atlanta's non-stop destinations, carriers and inauguration dates are:

Mexico City (Eastern--July 1, 1971)  
Montego Bay, Jamaica (Eastern--July 1, 1972)  
London (Delta--April 30, 1978 and British Caledonian--June 1, 1980)  
Brussels (Sabena--June 1, 1978)  
Frankfurt (Delta--June 17, 1979 and Lufthansa--May 1, 1980)  
Nassau, The Bahamas, (Bahamasair--Dec. 13, 1979 and Delta--April 27, 1980)  
Bermuda (Delta--July 19, 1980)

KLM Royal Dutch Airlines is scheduled to begin non-stop service to Amsterdam by Spring 1981.

In addition to non-stop flights, Atlanta also has direct service (same plane, one or more stops) to Guatemala City (Guatemala), Montreal and Toronto (Canada), and Santo Domingo (Dominican Republic).

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### AIRPORT '80--ATLANTA'S WILL BE LARGEST TERMINAL COMPLEX IN THE WORLD

ATLANTA--From the city of tomorrow, introducing the airport of tomorrow--today! When Atlanta International Airport moves into new quarters (scheduled for September 21, 1980) it will take title of world's largest passenger terminal complex, and add another exciting dimension to the city's historic role as a transportation capital, serving the fastest growing region in the country.

Atlanta already is the world's busiest transfer hub, and has the world's second busiest airport (behind Chicago's O'Hare). And, in August 1979, Atlanta International became the first airport in the world at which one carrier boarded a million passengers in a single month.

Already a popular convention and tourist destination, Atlanta is gaining prominence as an international gateway. Increasingly, the city's special combination of Southern charm and cosmopolitan sophistication, plus a healthy economic climate, are attracting growing numbers of visitors from across the nation and around the world.

Most of them arrive by air.

Last year, nearly 42 million passengers passed through Atlanta's terminal facilities--ten times the number they were designed (in 1961) to handle. Meeting the challenge of this remarkable increase in air traffic, the new facility expands Atlanta's air service capability to at least 55 million passengers annually, and the number of gates from 72 to 138. This expansion has been accomplished without moving away from one of the most convenient airport locations in the world--just nine miles (14½ kilometers) from the heart of downtown.

The complex, one mile (1½ kilometers) south of the existing structure, is anchored by two parallel and connected main terminal buildings (North Terminal and South Terminal) set at right angles to the four parallel domestic concourses. This layout provides an unusually large area for close-in automobile parking; of a total 12,000 spaces (twice the number at the present terminal) 4,700 are in parking decks adjacent to the two terminals.

Building the complex in the middle of the present airfield, between the existing system of parallel runways (giving rise to its local designation as "midfield terminal") greatly reduces taxiing time and congestion between gates and runways. One thousand feet (305 meters) of apron separates each of the four concourses so that two wide body jets (such as the L-1011 or DC-10) can taxi between them at the same time, even while another two wide body planes are parked at their gates.



An International Terminal, adjacent to the North Terminal, contains another six passenger gates and boasts an innovation in Immigration and Customs procedures--the largest one-stop Federal Inspection Service in the country. Up to 800 arriving passengers per hour can pass through formalities without delay. Food and beverage areas, lounges, duty-free shopping, currency exchange and other amenities are found here.

Of the 15 carriers that serve Atlanta, six provide international flights to Europe, Great Britain, Mexico and the Caribbean.

The two main terminal buildings--12.6 acres (five hectares) or an area roughly  $11\frac{1}{2}$  times that of a football field--house on a single level all normal activity: ticketing, baggage claim, concessions and support facilities. Built side by side, they allow more curb length--each will have eight lanes with four passenger drop-off curbs and expanded baggage curb check. People entering either of the buildings from lower level parking lots can by-pass traffic flow via pedestrian passageways.

From terminals to the farthest concourse (just over a mile, or almost two kilometers distant) will take no longer than five minutes via a subterranean transit system of electrically powered, automatically guided cars on rubber wheels; these will run at 103-second intervals, at no cost to the rider. This system will be the fifth busiest transit system in the country, transporting a project 250,000 passengers and visitors daily.

In addition to the train, passengers can walk to and from their concourse along the attractively tiled and carpeted tunnel, or take the moving sidewalks.

Because more than 70% of the airport's traffic is connecting passengers who will not need to use the main terminal area, all concourses offer amenities such as telephones, rest rooms, shops, snack bars, cocktail lounges and other concessions.

Total land area of the terminal complex is 378 acres (153 hectares).

Atlanta's rapid rail system, MARTA, will link the airport with the city by the mid-1980s although the station shell has been constructed already to minimize future disruption. Once the line is operational, the central business/convention district is only 17 minutes away. Access from the terminal's baggage claim area will be completely enclosed.

The entire airport complex is totally free of architectural barriers to the handicapped. Both escalators and elevators are provided at all changes of grade; and elevator buttons feature raised lettering. The colors used are those discernible by the colorblind, and a combination of visual information and audio announcements is used to direct passenger flow. Many of the public telephones, mounted at heights conveniently reached by all, are equipped with amplifying devices and for those with total hearing loss, TTY machines (special teletypewriters) are



available at six heavily trafficked areas. These and other features assure that the complex is accessible to all.

The Atlanta airport terminal project exemplifies the minority participation joint venture concept, whose purpose is to give minority groups access to capital and on-the-job experience. Here, there is minority participation of 28% covering all aspects: design, engineering, construction management, construction labor, subcontracting, supplying, vending and on-going operations and concessions.

Atlanta International Airport also is unique in that it is the only major airport in the world that uses the principal concessionaire concept, in which the airport operator (in this case, the City of Atlanta) enters into agreement with one firm that has total responsibility for the contractual arrangements for restaurants, lounges, gift shops and all other terminal amenities.

Concurrently with the passenger terminal, construction is underway on what will be the largest cargo terminal complex in the world, also scheduled for September 1980 inauguration. An existing facility of 350,000 square feet (32,407 square meters) will be augmented by additional carrier-owned facilities, including one that will be the largest single-building cargo terminal in the world (457,000 square feet or 42,315 square meters).

Total cost of the passenger terminal complex construction approaches \$500 million, with another \$250 million going for roadway relocation, taxiways and cargo and support facilities.

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# # #

For further information:

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Telephone: 404-766-2772



# etc.

People, places, and things of special interest

## Who's That?

You think that people listen to E. F. Hutton, the unseen broker who stills busy streets when his clients begin repeating his financial advice? His devoted audience pales in comparison to Lee McAlister's throng of listeners. People stop walking, break off conversations, and hush inquisitive children whenever Miss McAlister's voice penetrates through the airport din: "You are now entering the transportation mall. There are three ways to reach your flight..."

Miss McAlister is the faceless voice directing passengers through Atlanta's vast Hartsfield International Airport, and to many lost souls, she has also been something akin to a guiding light, leading confused travelers to their flights and luggage.

"I have to admit that my husband [Winn Turner] and I did go out to the airport so I could hear myself," said Miss McAlister, a seasoned actress many TV viewers immediately recognize from numerous commercials — especially Shake 'n' Bake. "It wasn't that unusual because I've heard myself on radio and TV before, but I can't be blasé about something like that. It was exciting."

The effervescent brunette was selected, sight unseen, from among several taped voices, although some local TV personalities volunteered to

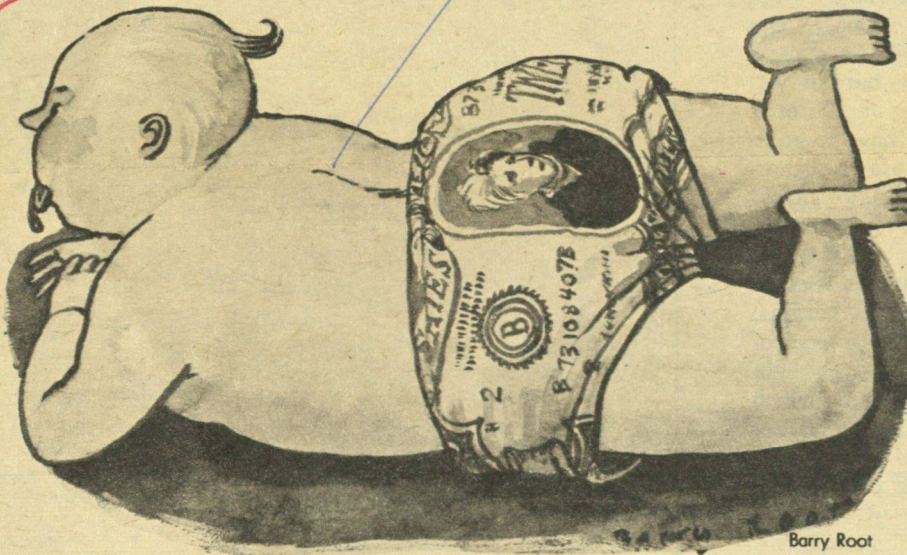


Lee McAlister tells folks where to go.

make the tapes free of charge. According to the deciding persons, Miss McAlister was chosen because her voice was virtually accent-free and pleasant.

When she isn't busy with her professional career, Miss McAlister has her hands full taking care of two little boys, one two years old and the other seven months old. She regards her airport job as a refreshing change in her hectic schedule. "That may be the best job I've ever had," she says, smiling. "Somebody paid me all day just to tell people where to go."

—Joseph Litsch



## Boom or Bust?

A New Year means a new look at what is expected to occur during the next twelve months. Twenty years ago, each passing year meant that more and more babies would be born — but some experts are saying that 1981 will see a trend in the opposite direction.

According to a recent article in *The Wall Street Journal*, the costs of being a parent are causing many couples to think twice — maybe thrice — about having children. For instance, Thomas J. Epenshade, a senior research associate at The Urban Institute in Washington, is quoted as saying that the cost of raising a child from birth to age eighteen — including four years at a

public college — has risen from \$64,215 in 1977 to \$85,088 in June 1980. He bases that figure on what he calls an "average middle-class family" — i.e., a family with after-tax income in the \$22,500 to \$27,500 range.

Epenshade cautions that even couples who think they have adequately budgeted for a family may be surprised once the baby actually arrives. "If you ask a family what they think they're spending to raise children, they don't have the slightest idea," he says. "Few people have actually sat down and tried to figure it out." For that reason, his calculations include such oft-neglected categories as transportation, clothing, and educational materials.

So how does his projection affect couples in Atlanta who are debating the parent question? According to the medical records department of Northside Hospital, the rising costs of having children doesn't seem to be deterring anyone in this part of the country; in fact, as of December 10, 5,460 babies had been born in 1980 at Northside as compared to a total of 5,406 in 1979. And Northside —

which was expecting 200-300 more to be born before midnight, New Year's Eve — predicts that the local "baby boom" will continue on into 1981.

Evidently, the general feeling is that babies are still worth it — even if "it" is translated as being \$85,088.

## Please Pass the Toast

Here's another entry in our "have the last word" contest: a toast that was given at a New Year's Eve party. Since the party was a German party — only German food and wines were served — the host was asked to propose a German toast. After much thought, he rose to his feet, lifted his glass, and — eyeing his



guests, who were breathlessly awaiting his well-chosen Teutonic words — said simply, "Zwieback."

## Cover Story

Suddenly, Auguste Rodin is big in Atlanta. The revered French sculptor's bronze figure "The Shade," heretofore lodged quietly in the Memorial Arts Center, now has burst forth on 1.7 million Greater Atlanta phone book covers. Until late next November, when Southern Bell's 1981 tome thuds on doorsteps, Rodin and his husky creation will be as much a part of phone users' lives as busy signals and monthly bills.

In the state, Atlanta alone has a localized cover. Standardized by area code, the rest of Georgia is in the midst of its year-long cycle, which starts each July with the Lyons directory. For 1980-81, every book in north Georgia (404) will carry a butterfly perched on a zinnia; every south Georgia (912) cover will sport a beach sunset.

But with all due respect to butterflies, sunsets, and Auguste Rodin, why, we wondered, can't phone books be graced with kickier, more stimulating covers? What about offering several decorator-design options, à la Kleenex boxes? Or a mirrored-surface cover, affording a quick check for mussed hair or askew tie? Or a blank cover and a box of crayons?

But seriously, folks... those all-pervasive cover designs are selected by Southern Bell's public relations department, headed by Richard Miles, who admits, "We're a conservative company."

But we had one suggestion left up our sleeve: a contest to let local artists submit ideas for lively, nice-to-live-with cover concoctions.

"That's a heckuva good idea," Miles replied — "worth looking at."

—Frazier Moore



# Letters

## Families

Thanks for the moving article "Families." (November 30, by Jim Dodson)

He has an enviable relationship with his father — the kind many of us would have established had we thought of it in time.

Duane Riner  
Atlanta

I want to hand Jim Dodson accolades for the "Families" article. It evoked the chorus of *Everyman* for those of us blessed with a family whose unquestioning love is a pad between us and the harsher aspects of living.

I appreciated someone putting into words all the feelings — of pasts remembered, future feared — that hit one, particularly when the family is together for the holidays. I sat on the kitchen floor and read excerpts of the article aloud to my folks. It felt nice and somehow put a lot of "unspoken in the daily rush of things" thoughts on the table.

Betsy Kulman  
Atlanta

## Jewish Views

I am not a native Southerner. However, I am Jewish. I have lived and worked in the South for almost twelve years, and I have come to know many Southern Jews who were reared in the smaller communities as well as in Atlanta. Based on my experience, I would say that Bernie Schein's reflections in "Can the Goldbergs Keep Up With the Joneses?" (November 30) represent an aberration of the Southern Jewish mind.

Certainly there are some Jews who grow up in the South, or anywhere else for that matter, with questions of self-identity, a knowledge and feeling for Judaism that includes but also goes beyond lighting the Kiddush candles on the Sabbath, and the ability and confidence to interact with their non-Jewish neighbors in mutual respect.

For most Jews, Christmas is not an agonizing season. Rather, it is one celebrated by their non-Jewish neighbors and friends. It is one in which we can share their joy without having to feel the

need for sharing the religious significance, or adopting it as our own.

If I read Mr. Schein's article correctly, I think he has missed an essential point of intergroup relations. What I have found and what I believe most Jews everywhere have found is that the way in which we are viewed by our non-Jewish neighbors is not dependent upon our being like them. Rather, it is based on our being ourselves and being proud of what we are rather than rueful over what we are not. Those who respect themselves and their traditions will find that most of the time others will respect them.

Stuart Lewengrub, Director  
Anti-Defamation League  
of B'nai B'rith  
Atlanta

Bravo! Bernie Schein deserves a pat on the back for his wonderful article "Can the Goldbergs Keep Up With the Joneses?" Since I was the only Jewish graduate of the Dothan [Alabama] High School class of 1968, I can testify to his accuracy. Remember how hard it was explaining to your friends why you didn't have to go to school during Rosh Hashana?

Rick Blumenfeld  
Marietta

It is sad that Mr. Schein chose to project his personal experience onto the rest of the South's Jews — a sleight of sociological hand which shows ego abounding, if not much academic discipline. Mr. Schein has produced a gross distortion of Southern Jewish life.

I'm sure I speak for the tens of thousands of happy practicing Southern Jews in saying to Schein of Judaism, "try it, you'll like!" As for the article, I resort to a loose translation of a Yiddish expression which goes: "May you share the indigestions you've given me."

William A. Gralnick  
Southeast Regional Director  
The American Jewish  
Committee  
Atlanta

We like to know your responses to our articles. Please mail your comments to: Letters to the Editor, Atlanta Weekly, P.O. Box 4689, Atlanta, Georgia 30302.

# davison's white sale

## the lush look of pile carpeting for the bath

Sink your feet into these lush saxony bathrugs from Tennessee Tufting. They have the rich pile look of thick living room carpet. Made of Dupont® nylon pile with a non-skid back. In six luscious colors: white, brick, wheat, hot chocolate, rose and true blue. Rug with butterfly embellishment in tigerlily, sable and honey. Bathrugs, D120, all Atlanta davison's. To order, dial 221-7500.

	reg.	sale
21"x36"	\$18	\$15
27"x45"	25	22
std. lid	7	6
21"x36" butterfly	22	18







**Atlanta International Airport**

TRANSIT SYSTEM

AIRPORT'S TRANSIT SYSTEM TAKES YOU THERE--FAST!

ATLANTA--A key to the fast, smooth and efficient functioning of Atlanta International Airport's new passenger complex is the totally automated underground transit system that links North and South Terminals with the four domestic concourses.

Engineered, manufactured and installed by Westinghouse Electric Corporation, it will transport a projected 250,000 passengers and visitors per day, making it the fifth busiest transit system in the country.

Passing through the central security checkpoint, travelers descend a 45-foot (15-meter) escalator into the transit mall, where route and destination information is provided by three means: taped message, color coding of stations and visual message panels. Every 103 seconds a one- or two-car train pulls in (there are platforms for up to three-car trains), to move riders to the first concourse in 40 seconds. Cars remain approximately 20 seconds in each station; from there it's another 40 seconds to the next concourse. Distance between the terminal and the farthest concourse, Concourse D, is 1.1 miles (1.7 kilometers). Elapsed train time is 4.7 minutes! There is no cost to the rider.

Atlanta International begins operation with 17 rubber-tired, electrically powered vehicles that comfortably hold 80 passengers, 64 standing and 16 seated. (So few seats are due to the short time between stops.) Doors are seven feet (two meters) wide to accommodate wheelchairs.

The vehicles travel along electrified "guideways" in two parallel tunnels separated by a pedestrian mall (passengers can walk via this mall to their concourse, or use the moving sidewalks.) One tunnel is used for outbound traffic, the other for inbound, with four crossovers that allow trains (normally six are running) to operate in loop fashion. Bypasses enable the system to operate as a two-train shuttle, on the same guideway, thus maintaining normal traffic flow during preventive maintenance checks at off-peak hours.

Vehicles move at a maximum 25 mph (40 kph) under the supervision of a computer system that continually monitors all components for problems, actual or potential. In the event of a malfunction, the computer alerts human operators and helps to diagnose the problem. The operator then can add other cars and reroute the operable trains, while he removes the malfunctioning train, to maintain the smooth flow of service. Even the computer has a backup computer. In addition, there are three braking systems, and each car has its own heating and air conditioning system.

The Atlanta installation is a fifth generation--and therefore the most sophisticated--Westinghouse airport transit system. Similar ones are in operation at Seattle-Tacoma, Tampa and Miami Airports, as well as at Bush Gardens in Williamsburg, Virginia, and are in the process of being installed at Orlando and London's Gatwick International Airport. Other items of interest are:



\* Vehicles serve ten stations, two in the terminal area (Baggage Claim and Ticketing/International) and two in each of the four domestic concourses where an outbound station and an inbound station are separate but connected to prevent confusion to which train to board.

\* Each train is expected to travel more than 80,000 miles (128,720 kilometers) annually.

\* Each car is 39 feet long (12 meters), 9 feet, 4 inches wide (3 meters) and 11 feet high (3.3 meters). It weighs 30,000 pounds empty (13.6 metric tons).

\* Top speed is 25 mph (40 kph). Each car is powered by two traction motors providing 185 horsepower.

\* Vehicles contain three braking systems: dynamic brakes, air brakes and emergency spring brakes.

\* The exterior of the car is principally aluminum with fiberglass ends. The underframe is steel. The interior is largely fiberglass and formed plastic. Floors are carpeted.

\* A Control Center, located midpoint at Concourse B, houses the system's computer, control console and operations personnel.

\* From a Maintenance Center beyond Concourse D, daily, weekly and yearly preventive maintenance is carried out on the vehicles and other major components of the system.

\* 42,000,000 airline passengers, or a total of more than 90,000,000 people, will use the system in its first year. The average passenger will spend two to three minutes on the train, riding in climate-controlled comfort, speeding over a distance it would take him ten times as long to walk.

\* Each station contains three "platforms", one per vehicle. Expansion capability includes provisions for additional vehicles and a fourth platform in each station; station walls are constructed so they easily can be removed to accommodate this extra platform.

\* S      \* Stevens & Wilkinson; Smith, Hinchman & Grylls, and Minority Architects and Planners (S&W, SH&G and MAAP) were the major project managers, preliminary designers and engineers for the transit system project, with their technical consultant JKH Mobility Services.

9/80

# #

For further information:

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